

The Inland Printer



JUNE



1945

HARFWS



Saboteur of SALVAGE

Wastepaper is vital to victory! Yet the pulp and paper situation is more critical today than ever. So alarmingly critical that it is nothing short of sabotage to destroy even one pound of wastepaper that is fit to reclaim. The armed services need more and more paper products, and our civilian needs go on apace. It's a patriotic duty to save every bit of wastepaper and make sure it is turned in. In your advertising, too, you can help greatly by urging every reader and listener to do likewise. Save wastepaper now and save lives!



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

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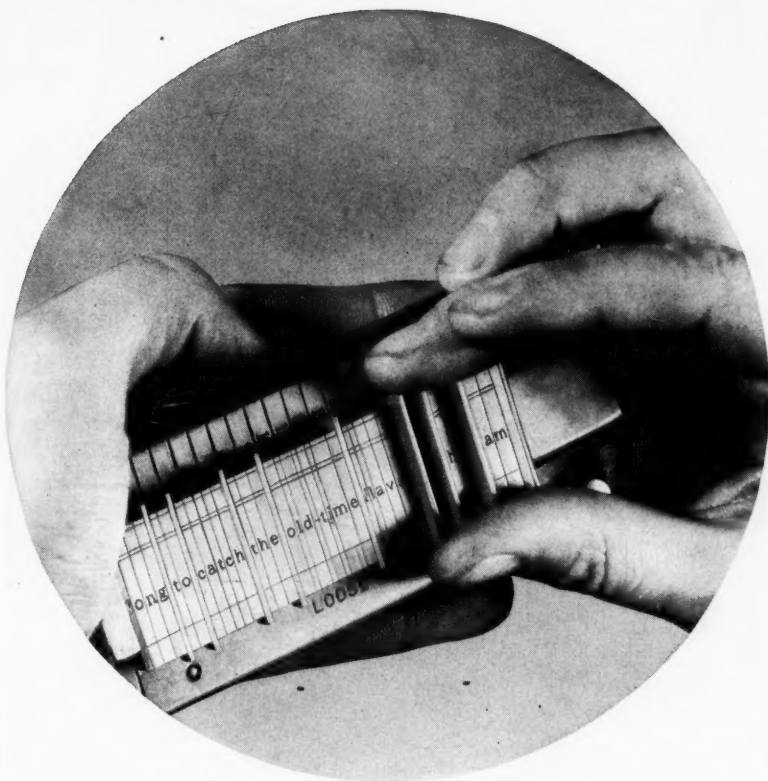
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involves more than a well-balanced layout and the proper typeface selection—it also means *good spacing* between words and letters. With the Ludlow, the competent printer obtains all the niceties of hand-spacing that go to make a good job of composition . . . Ludlow space units are easy to handle. The “ears” of the smaller space-matrices extend beyond those of the letter-matrices, enabling the printer readily to make the spacing of the line visually correct . . . As Ludlow space-matrices are flat and of ample size, even thin spaces are quickly inserted or removed, and letterspacing is a rapid operation. The use of Ludlow affords the economies of slug composition without sacrificing spacing quality.

Ask us for information about the many advantages of Ludlow hand-set, slug-cast composition for the progressive printer

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Weston

Makers of Papers
for Business Records



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"Attractive types create and hold interest"



says MARY R. TAYLOR
Agency Secretary-Editor
Jefferson Standard Life Insurance Co.

For tangible proof of that statement see Jefferson's

house publication, *The Jeffersonian*, illustrated below. It has many times received awards of excellence. Miss Taylor attributes much of this interest

to the publication's attention-arresting type display, saying: "I change the type dress

with every issue, using such striking ATF faces as Lydian Cursive, Onyx,

Stymie, Tower, Kaufmann Bold, Commercial Script, and Goudy Oldstyle. There are so many fine

ATF display types, it's easy to give our pages variety and a fresh appearance."



Leading advertisers specify ATF faces for sound sales reasons. It is equally good business for you to be prepared to serve your customers with the types they want. Complete specimens of the ATF faces used in this advertisement, or any others, will gladly be supplied.

AMERICAN TYPE FOUNDERS

200 Elmora Avenue, Elizabeth B, New Jersey



For Items Not Advertised, Write THE INLAND PRINTER'S "Readers' Service"

Lydian Cursive

Onyx Tower

Commercial Script

Goudy Oldstyle and Bold

Stymie Bold Condensed

Kaufmann Bold

IN DISTRIBUTING YOUR MAGAZINE SALES RESULTS ARE WHAT COUNT!



Vice President
ROSCOE K. FAWCETT

THE most effective newsstand distribution is secured through Independent Distributors. And the most effective distribution through Independent Distributors is created through the vast, scientifically-correct resources of the Fawcett Distributing Corporation.

Let's look at the results—the actual FDC sales figures—for outstanding accomplishments:

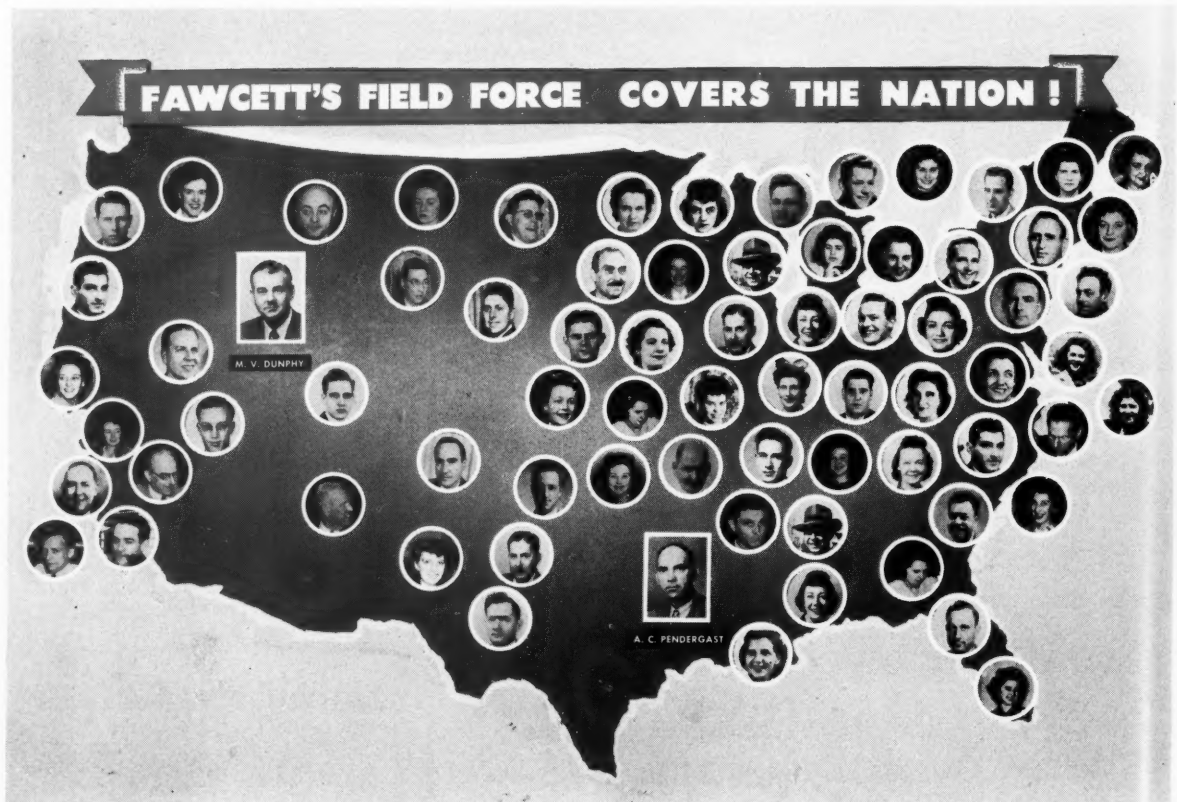
MAGAZINE NO. 1—From inception to 700,000 sales per issue in two years.

MAGAZINE NO. 2—From 26,000 to 457,000 sales per issue in 22 months.

MAGAZINE NO. 3—From 50,000 to 144,000 sales in 15 issues.

Equally impressive records on many more publications are available for your inspection so that you can plainly see just how *your* magazine could grow with the other FDC-distributed publications.

Teamwork accounts for the great growth of circulation among Fawcett-distributed magazines. Every able effort of every man on the FDC field force is backed by shirt-sleeve "know how" of Roscoe K. Fawcett,





**Circulation Manager
A. J. CUTLER**



**Publishers Counselor
M. J. CUSHMAN**



**Assistant Circulation
Manager D. B. PARRISH**

Vice President and circulation director of FDC; A. J. Cutler, circulation manager; D. B. Parrish, assistant circulation manager; G. R. Tole, distribution manager; H. J. Bliss, western sales manager; and R. V. Stening, eastern sales manager.

A field force of more than 50 representatives is available without cost to specialize on building permanent newsstand sales of *your* magazine. *Your* magazine is promoted without cost to Independent Wholesalers and Retailers through the pages of the Fawcett Distributor, the largest and finest trade magazine in the field. Technical aid and advice from Fawcett executives is available to *you* at all times.

For further information about *your* magazine and its sales and distribution,—visit, call, write or wire R. K. Fawcett of the Fawcett Distributing Corporation, Greenwich, Conn.



**Distribution Manager
G. R. TOLE**

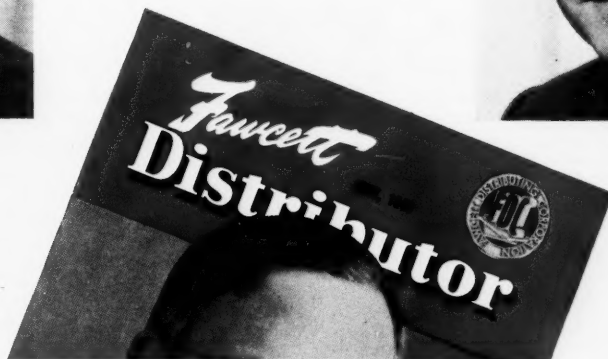


**Western Sales Manager
H. J. BLISS**

**Eastern Sales Manager
R. V. STENING (right)**



Diagrammatic illustration at bottom of opposite page shows members of FDC Field Force and their approximate territories.



The Fawcett Distributor (left), biggest and finest trade magazine in the field, promotes your magazine among Independent Wholesalers and Retailers.



Our Position

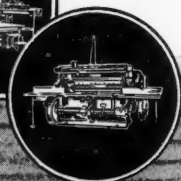
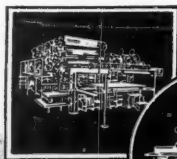
LEADERSHIP AND CONFIDENCE are the foundation of Harris-Seybold business.

The names of Harris and Seybold are synonymous with offset lithography (rotary printing) and precision cutting machinery. Our leadership has been achieved over a period of fifty years. We will maintain this position by continuing to merit the confidence of the industry.

We have learned much during the war period that will be built into our postwar products. However, we do not propose to be stampeded by any hysteria of war or postwar psychology. Theoretical applications of wartime developments to peacetime needs are hazardous until they are proved in the calculations of a peacetime economy. True progress is evolutionary, never revolutionary. Developments occur gradually.

We will not jeopardize our reputation by policies based on expediency.

Harris-Seybold equipment has acceptance as the best on the market—nothing better is available. Equipment purchased now for immediate needs should be bought with the realization that future developments are bound to come.





Your Position

KNOWLEDGE OF YOUR INDUSTRY is the foundation of your business.

The factual information and experience of printers and lithographers is the best basis for their appraisal of new developments in graphic arts machinery. To them "something new" must be proved to be profitable before it is deserving of consideration.

Each plant should view new equipment in the light of its own individual requirements. The needs of each plant will vary according to its present equipment (its type, its condition) and customers.

Any consideration of new equipment must be guided by common sense and knowledge of the industry. There must be a realization of the factors incident to the development of new equipment.

There is a danger, when regulations are relaxed, that action may be taken purely on the basis of expediency. There is a possibility that people may be stampeded. A planned program should be followed during the transitional period to avoid impairing operations during the long range postwar years.

The needs of the market will determine the printing equipment of the future. Printing equipment is a capital investment—it must have a profitable life over a period of years.

HARRIS • SEYBOLD • POTTER COMPANY

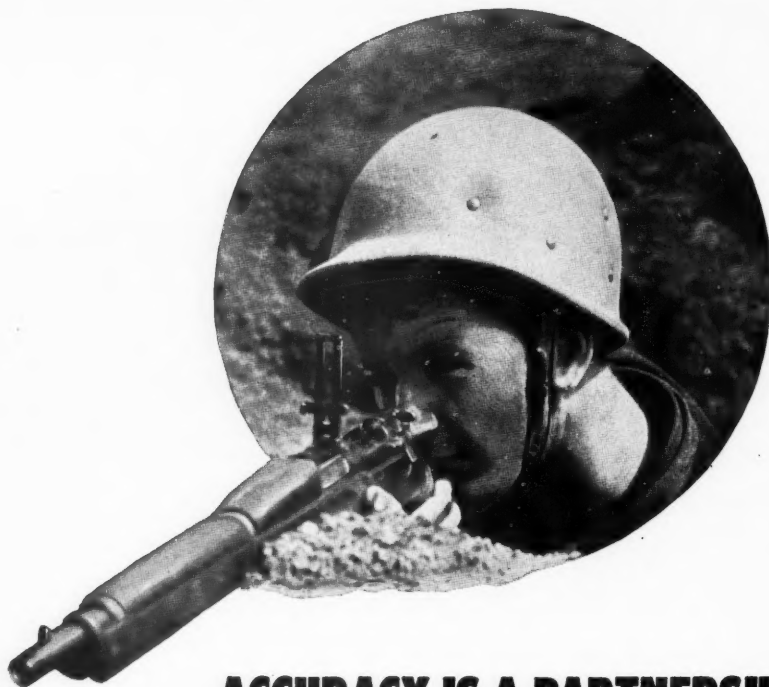
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ACCURACY IS A PARTNERSHIP AFFAIR

EVERY G. I. knows that straight shooting at the front involves some straight shooting back home — the production of accurate, reliable equipment. That means painstaking workmanship, refusal to compromise on quality, constant leadership in improvement.

These same attributes have long been synonymous with the name HOE. For in no other way could we have produced printing equipment of a quality that has earned and justified the confidence of men who rely on Hoe presses and plate making machines to maintain the integrity and excellence of their own service.

Hundreds of printers and publishers have had reason to be thankful for this code as they have watched their Hoe machines stand up under the unusual strains imposed by four years of war while replacements were impossible.

But the day is fast approaching when new and even finer Hoe products will be available. And all that "straight shooting" means to Hoe can be reflected in your own service — if you will plan *now* with a Hoe representative regarding your peacetime needs for printing or plate making equipment.



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The tow-ropes, each of which contains enough Nylon to knit 1600 pairs of women's stockings, are an important factor. These Nylon tow-ropes have prodigious strength, stretch to an unusual extent, then contract slowly, reducing the starting jar to a minimum.

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and helping speed-up the important work at home.

The manufacture of paper requires men and machinery and materials which are also needed for other war purposes. Thus Consolidated's peacetime achievement in reducing the cost of coated paper helps our war economy.

The opacity and bulk of Consolidated Coated are relatively high, so lighter weights can be used. *This conserves paper and raw materials.* Produced faster and more economically the manufacture of Consolidated Coated requires a minimum of man-power and machine-hours, as well as critical materials. *These savings are released for other war purposes.*



CONSOLIDATED WATER POWER & PAPER COMPANY

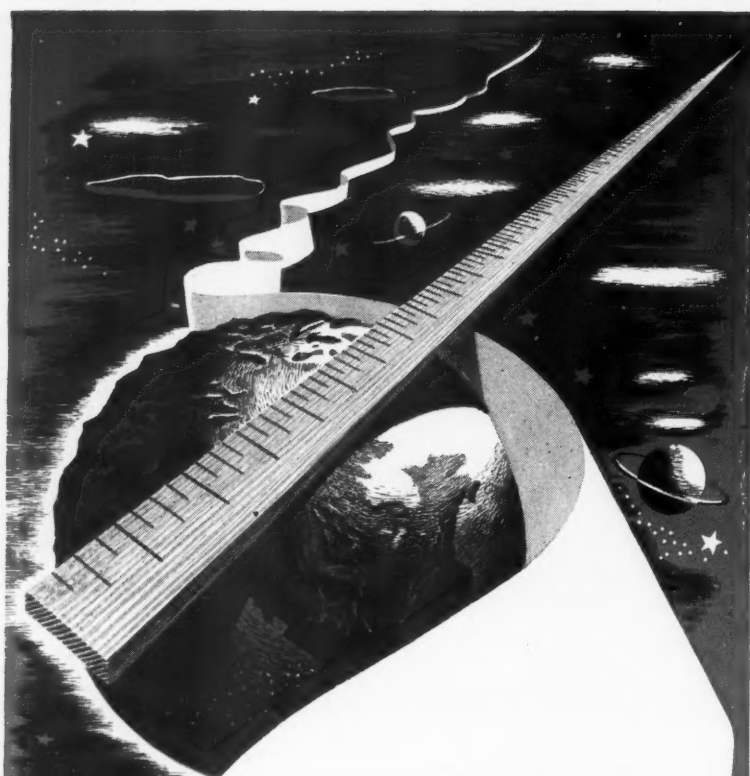
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These really astonishing war-born paper developments will introduce new efficiencies and new economies to millions of factories, stores and offices when peace returns.

Right now, of course, paper's new forms and adaptations are restricted information. But when the veil of secrecy is lifted, and our war responsibilities are fulfilled, we'd like to tell you about paper as you've never known it before.

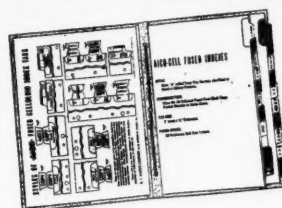
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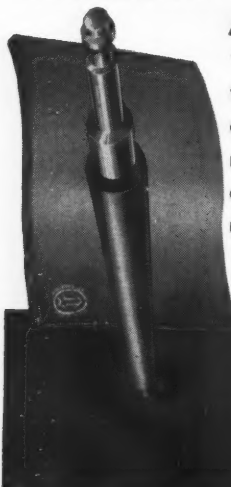
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About every 150 seconds, a forest fire gets going somewhere in the United States. During a year, this means more than 210,000 forest fires which, all together, will burn out an area as large as New York State, will cost \$86 a minute, and will tie up enough man-hours of labor to build more than 800 fighter planes.

Of the 210,000 forest fires, about 21,000 will be started by lightning. The remainder — 189,000 — will be started by civilized man, 52,000 of them by careless smokers.

There are "forest fires" of another sort, too. Waste-paper, the product of trees,

is burned *deliberately* by careless, thoughtless citizens . . . and there you have one more reason why "Paper Makers to America" can't give you all the Mead Papers you want. The prevention of forest fires and an end to the sabotage of waste-paper are two more objectives for those advertisers who are doing good home-front work by persistently helping Uncle Sam to sell.

★ ★ ★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.

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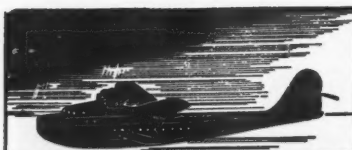
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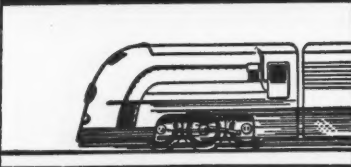
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TRADE MARK

A big hand for the Paper Merchant

"In spite of the severe shortage of paper and manpower. In spite of priorities, allocations and other wartime limitations, the paper merchant is doing a fine job." That's typical of expressions by buyers across the country.

Here at Kimberly-Clark we know that our distributors appreciate this loyal cooperation of their customers and hope that the Day is not far off when they can serve you as they would like.

Meanwhile, these alert merchants are keeping abreast of new developments in paper and printing. By availing themselves of valuable information uncovered by continuous and extensive research at Kimberly-Clark, they are constantly adding to their store of knowledge.

So when that great Day comes, your paper merchant will not only have a finer-than-ever Levelcoat Paper to offer, but will be equipped to provide better-than-ever service.



**KIMBERLY
CLARK**
CORPORATION
NEENAH, WISCONSIN

*Levelcoat** PAPERS
Trufect* **Multifect***

For highest-quality printing

For volume printing at a price

Kimberly-Clark also make Economy and Recondite cover; Regent Bristol; Kimray school papers.

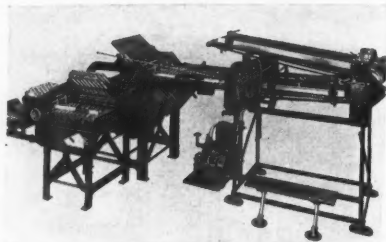
A PRODUCT OF
**Kimberly
Clark**
RESEARCH

PAPER PACKS A WAR PUNCH—DON'T WASTE IT!

Please Mention THE INLAND PRINTER When Writing These Advertisers

Be Sure to Choose **RIGHT** for Postwar

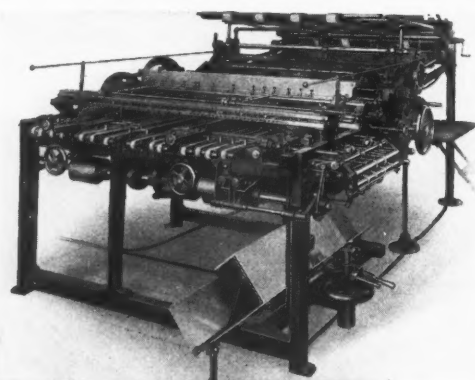
For Example:



MODEL "OO" CLEVELAND

CONSIDER THE CLEVELAND "DOUBLE-O"

—if your work consists of Direct Mail Literature, Dealer Helps for counter distribution and similar work. This folder will give you the fastest, most accurate folding available. Many surveys covering thousands of jobs prove that 96% of these types of work come within the size range and folding range of the "Double-O."

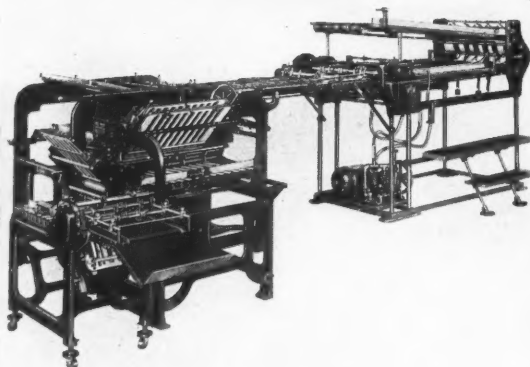


DEXTER 104 DOUBLE-SIXTEEN

CONSIDER THE DEXTER DOUBLE-SIXTEEN

and the CLEVELAND "DOUBLE-M"

—if you are a publication printer, or have several publications in addition to your general job and catalog printing. The Dexter Double-Sixteen folds two-16's or one-32 at each operation up to 11 x 14" page size. . . . The Cleveland "Double-M" folds single 16-page signatures up to 11 x 14" page size. In addition it folds your 4's, 8's, 12's and the greatest variety of right angle and parallel folds obtainable up to 28 to 44" sheet. Both of these folders are unsurpassed or unequalled for high output and accuracy.



MODEL "MM" CLEVELAND

CONSIDER THE CHRISTENSEN STITCHER

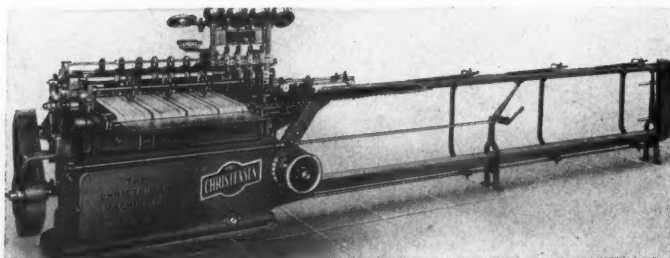
—for saddle stitching your publications, catalogs and other booklets one-up and in gangs of two or more up. This stitcher enjoys wide use throughout the printing and binding trades and is the highest speed, most dependable stitcher of its kind.

CONSIDER THE BRACKETT TRIMMER

—for your publications trimmed three sides; your Direct Mail booklet and general circular trimming either one-up or in gangs. Its high production and accuracy will more than meet your highest expectations.

BEFORE YOU BUY FOR POSTWAR NEEDS

—you are invited to avail yourself of our wide experience and 65 years of service to the Printing and Binding trades in development and manufacture of many types of folding, stitching and trimming equipment. Write us.



CHRISTENSEN WIRE STITCHER FEEDER



BRACKETT TRIMMER

Distributors for CHRISTENSEN MACHINE COMPANY • Distributors for BOSTON WIRE STITCHERS

DEXTER FOLDER COMPANY Pearl River • New York

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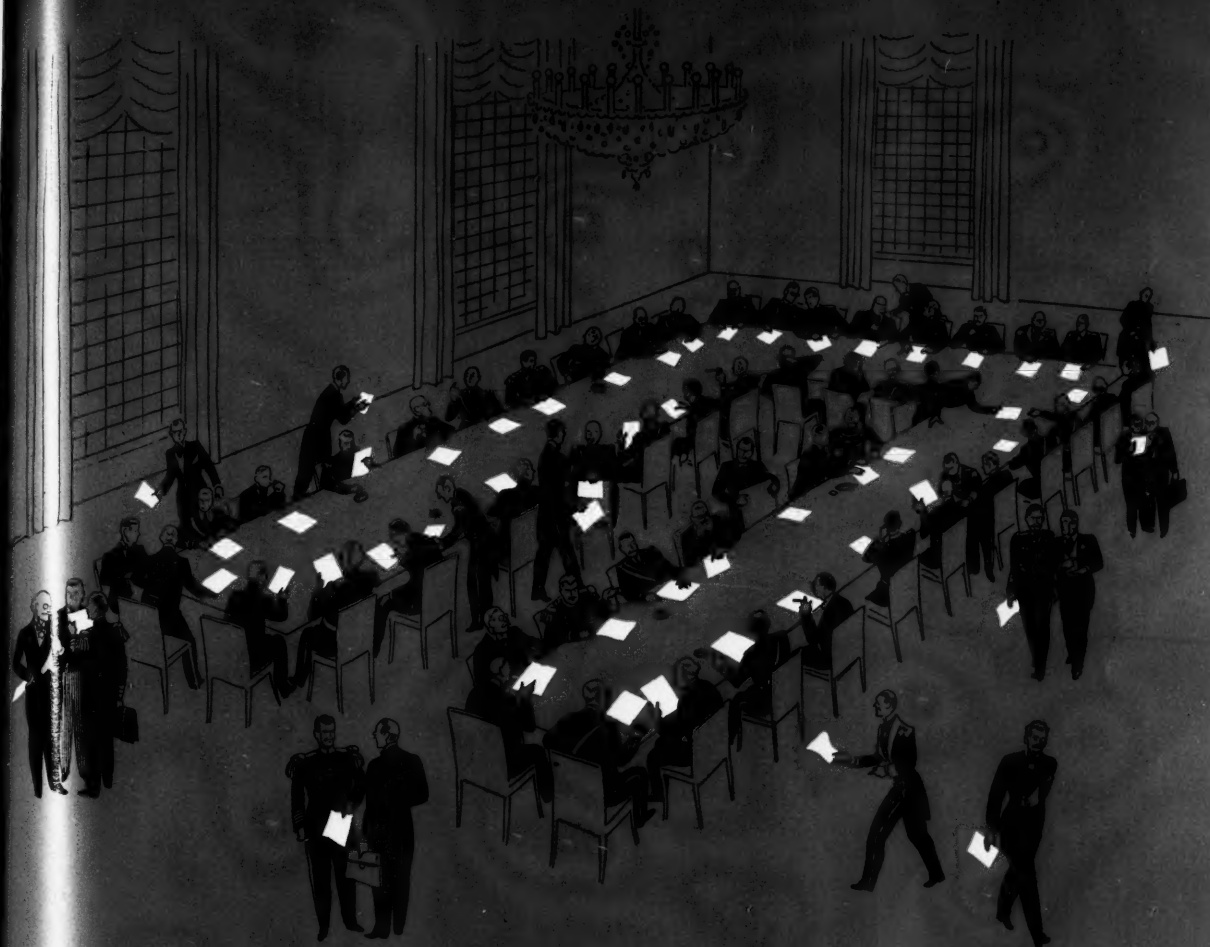
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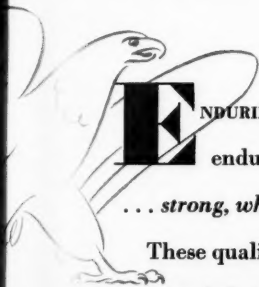
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On the Treaty Tables... Rag-Content Papers



ENDURING PEACE must be written on an enduring paper . . . paper made of rags . . . *strong, white, and durable.*

These qualities required for the pacts of peace are needed, too, in the papers of modern busi-

ness. For thousands of merchants, manufacturers, and industries, the correct rag-content letterhead paper is Correct Bond . . . *strong, white, and durable.*

THE AETNA PAPER MILLS, DAYTON, OHIO

IT'S ALWAYS CORRECT TO USE

Correct Bond

RAG-CONTENT

AIR-DRIED

American business has fought this war to the limit of its mighty abilities. That is why we are prouder than ever that

HOWARD BOND

has long been known as



"The Nation's Business Paper"



THE HOWARD PAPER MILLS • • • URBANA, OHIO

U.S. and Canada's Big Mail Order Catalogs Are Set on the Monotype!

Sears, Roebuck and Company 1945 Spring and Summer

1002 pages and cover. Text set on the Monotype in 6 and 7 point Bruce Old Style, No. 31 and 5½ and 6 point Binney, No. 21. Main and sub-headings set in various sizes and weights of Monotype 20th Century Family.

Spiegels 1945 Spring and Summer

630 pages and cover. Text set on the Monotype in 6 and 8 point Stymie Light, No. 190. Main heads set in Radiant Light and Bold and in Monotype 20th Century Light; sub-heads hand set in Monotype 20th Century Medium.

Eaton's 1945 Spring and Summer

340 pages and cover. Text set on the Monotype in 6 point Monotype Stymie Light, No. 190. Main heads are photo-lettered; sub-heads are set in Monotype Stymie Light and Medium.

Montgomery Ward & Company 1945 Spring and Summer

852 pages and cover. Text set on the Monotype in 5 and 6 point in specially designed Ward Series, No. 505. Main heads are photo-lettered script; sub-heads are hand set in 6 point Ward Extended, No. 503, cast on the Monotype.

Aldens Chicago Mail Order 1945 Spring and Summer

598 pages and cover. Text set on the Monotype in 6 and 7 point Times New Roman and Times Semi-Bold. Main heads are photo-lettered; sub-heads are hand set in Monotype 20th Century Medium.

Simpson's 1944-45 Fall and Winter

338 pages and cover. Text set on the Monotype in 5 and 6 point of specially designed Ward Series, No. 505. Main heads are photo-lettered; sub-heads are set by hand in Monotype Stymie Light, No. 190.

These catalogs were printed by gravure and lithographic offset, thus demonstrating that those inherent qualities which make Monotype machine-set type so superior for letter-press work are no less valuable when other methods of printing are employed

LANSTON MONOTYPE MACHINE COMPANY

MONOTYPE BUILDING, TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA 3, PENNA.



COTTRELL PRESSES

GROW



with your needs...

C. B. COTTRELL CO.

COTTRELL ENGINEERS are always looking to the future, as well as keeping in step with present day needs. As a result, Cottrell Presses grow in usefulness, because they have been designed to keep pace with developments.

Cottrell—rich with achievements of the past—forecasts a future era of invention and development, which will result in greater progress of printing and publishing.

The complete line of Cottrell Presses includes:

Two-Color, Sheet-fed, Rotary Press and Five-Color, Sheet-fed, Rotary Press for printing direct-mail pieces, booklets, broadsides, labels, and for two-color and four-color publication printing, magazine covers, inserts and general color work, at speeds up to 5500 sheets an hour, in up to five colors.

Double, Five-Color, Web Press for the finest quality magazine color printing of advertising and editorial sections. It prints, folds and delivers up to

speed of 1200 feet per minute.

Double-Deck, Double Two-Color Web Press for mail order catalogs and general magazine printing; it prints 64 pages in two colors, or 32 pages in four colors, up to speed of 1200 feet per minute folded in all the necessary combinations for large edition production.

Rotogravure Web Press for magazine printing, mail order and catalog work. It produces two or more colors first side, four colors second side, at speeds up to 1200 to 1600 feet per minute. Monotone or multicolor units can be furnished with folder, cut-off and flat delivery or rewind.

Also Rotogravure Presses for package printing, including printing on cellophane or foil.

Other equipment—Cottrell also manufactures a Roughing and Shaving Machine; Non-Stretch, Plate Curving Machine; Curved Plate Finishing Machine; Four-Color Proof Presses and Single-Color Proof Presses.



OUR 4th AWARD

For Outstanding Production for Our Armed Forces

MEASURED in terms of the sacrifices made by the men and women of our armed forces, our contributions toward the winning of the war have been small indeed.

Nevertheless, it will always be a source of satisfaction that we, along with other members of our industry, have been given a place in the great war program and that we have been able to measure up to our responsibilities.

For numbers of our fighting men the war is not yet over. We still have our responsibility toward them. Their needs must have first place in all our postwar planning until final, complete victory is achieved. To this we pledge ourselves.

F. P. ROSBACK COMPANY, *Benton Harbor, Mich.*

*World's Largest Manufacturers of Perforators, Stitchers
and Paper Punching and Drilling Machines*

There is no denying
That this comely, deep-sea lass
Makes a good impression
With her coat as smooth as glass.



ATLANTIC DUPLICATOR IS SMOOTH

Yes, and that is one of the undeniable reasons why it is easier to get better results on a duplicator machine with Atlantic Duplicator. The smooth, even finish of this paper insures sharper, cleaner impressions . . . more and brighter copies with every run.

And another Eastern feature . . . white Atlantic Duplicator is made in two special types . . . one for the Gelatin Process, the other for the Liquid Process. Atlantic Duplicator, in colors, comes in a dual purpose sheet that is suitable for shorter runs by either process.

Eastern
CORPORATION
BANGOR, MAINE
Makers of Atlantic Bond

EASTERN MILL BRAND LINES

ATLANTIC BOND ★ ATLANTIC ANTIQUE LAID
 ATLANTIC LEDGER ★ ATLANTIC MIMEO BOND
 ATLANTIC DUPLICATOR ★ ATLANTIC MANIFOLD
 ATLANTIC COVER ★ ATLANTIC MANUSCRIPT COVER
 ATLANTIC LETTERHEAD BOX ★ ATLANTIC DUROPAKE
 ATLANTIC BOND ENVELOPES
 ATLANTIC BOND CABINET STATIONERY
 ATLANTIC BOXED TYPEWRITER PAPER
 A complete line of dependable, standardized business papers

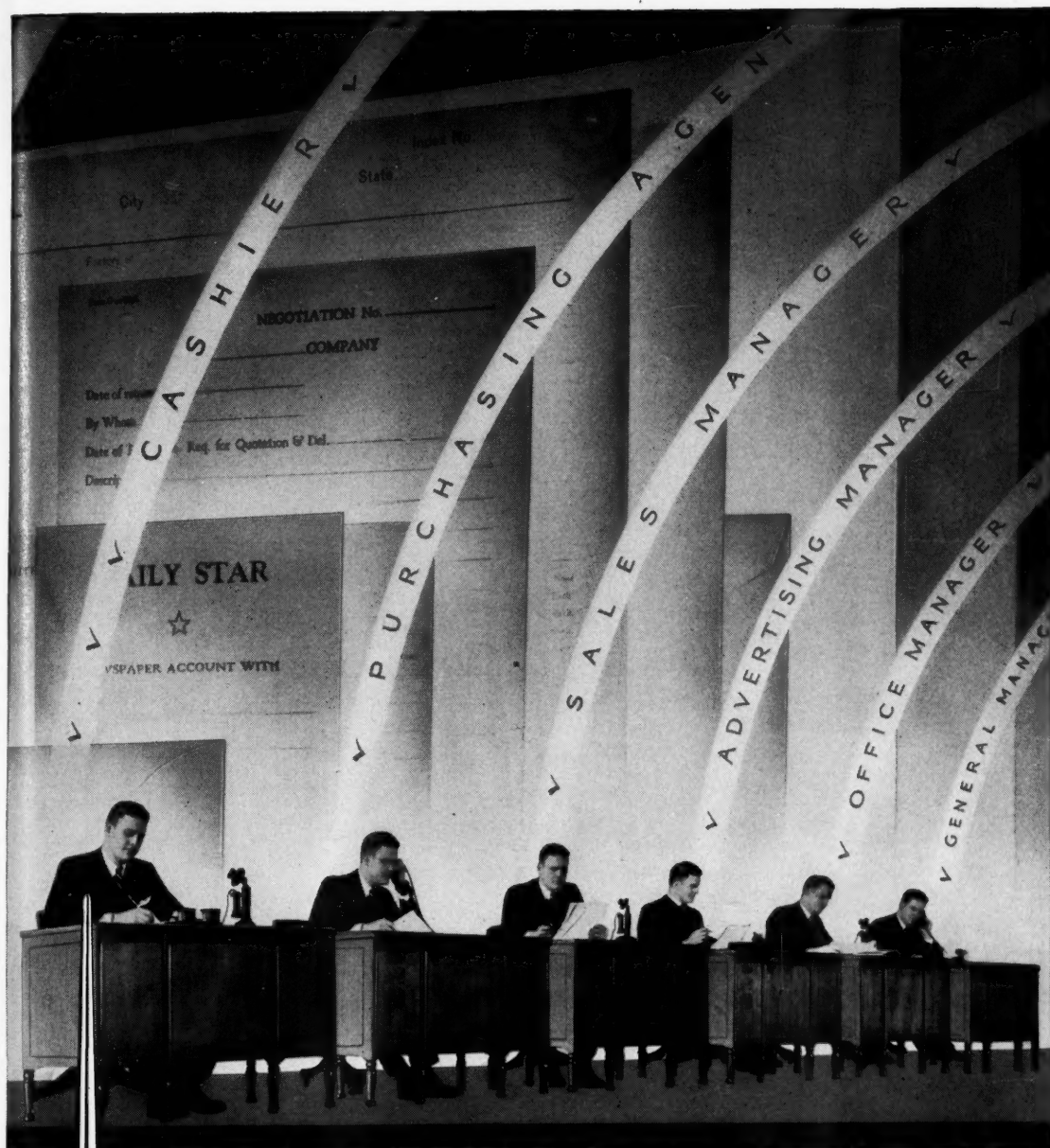
VOLUME BOND ★ VOLUME BOND ENVELOPES
 An inexpensive, dependable watermarked
 Eastern Mill Brand Paper
 ★ ★ ★
 MANIFEST BOND ★ MANIFEST MIMEO BOND
 MANIFEST LEDGER ★ MANIFEST DUPLICATOR
 MANIFEST BOND ENVELOPES
 The leading Mill Brand Line in the Economy Group
 The above Brand names are registered trademarks

EASTERN MILL BRAND MERCHANTS



Akron.....The Millcraft Paper Co.
 Albany.....W. H. Smith Paper Corp.
 Alexandria, La.....Louisiana Paper Co.
 Atlanta.....Sloan Paper Co.
 Baltimore {Baltimore Paper Co.
Henry D. Mentzel & Co.
The Mudge Paper Co.
 Baton Rouge.....Louisiana Paper Co.
 Birmingham.....Sloan Paper Co.
 Boston {John Carter & Co.
Century Paper Co.
Cook-Vivian Company
Von Olker-Snell Paper Co.
 Bridgeport.....Lott-Merlin, Inc.
 Bristol, Va.....Dillard Paper Co.
 Buffalo.....Franklin-Cowan Paper Co.
 Charlotte, N. C.....Dillard Paper Co.
 Chattanooga, Tenn.....Bond-Sanders Paper Co.
Birmingham & Prosser Co.
 Chicago {La Salle Paper Company
Reliable Paper Co.
 Cincinnati.....The Johnston Paper Co.
 Cleveland.....The Millcraft Paper Co.
 Columbus.....Sterling Paper Co.
 Dallas.....Olmsted-Kirk Company
 Denver.....Dixon & Company
 Des Moines.....Pratt Paper Company
 Detroit.....Chope-Stevens Paper Co.
 Fort Wayne.....The Millcraft Paper Co.
 Fort Worth.....Olmsted-Kirk Company
 Greensboro, N. C.....Dillard Paper Co.
 Greenville, S. C.....Dillard Paper Co.
 Hartford {John Carter & Co.
Henry Lindenmeyr & Sons
 Houston.....L. S. Bosworth Co.
 Indianapolis {Indiana Paper Company
MacCollum Paper Company
 Jackson, Miss.....Townsend Paper Co.
 Jacksonville, Fla.....Jacksonville Paper Co.
 Kansas City.....Birmingham & Prosser Co.
 Little Rock.....Arkansas Paper Company
 Los Angeles.....Carpenter Paper Co.
 Louisville.....The Rowland Paper Co.
 Macon, Ga.....Macon Paper Company
 Manchester, N. H.....C. H. Robinson Co.
 Miami.....Everglade Paper Company
 Milwaukee.....Wisconsin Paper & Products Co.
 Minneapolis.....Stilwell-Minneapolis Paper Co.
 Mobile, Ala.....Partin Paper Co.
 Monroe, La.....Louisiana Paper Company
 Muskogee.....Muskogee Paper Co.

Nashville.....Bond-Sanders Paper Co.
 Newark.....Central Paper Co.
 New Haven.....Whitney-Anderson Paper Co.
 New Orleans.....Alco Paper Co., Inc.
Berman Paper Corp.
Forest Paper Company
 New York {Majestic Paper Corp.
Milton Paper Co.
A. W. Pohlman Paper Co.
 Oakland.....Carpenter Paper Co.
 Omaha.....Field Paper Co.
 Orlando, Fla.....Central Paper Co.
 Philadelphia {Molten Paper Company
The J. L. N. Smythe Co.
 Pittsburgh.....General Paper and Cordage Co.
 Portland, Me.....C. H. Robinson Co.
 Portland, Ore.....Carter, Rice & Co. of Oregon
 Providence, R. I.....Narragansett Paper Co.
 Richmond.....Virginia Paper Co.
 Roanoke, Va.....Dillard Paper Co.
 Rochester.....Genesee Valley Paper Co.
 St. Louis.....Shaughnessy-Kniep-Hawe Paper Co.
 St. Paul.....E. J. Stilwell Paper Co.
 San Antonio.....Shiner-Sien Paper Co.
 San Diego.....Carpenter Paper Co.
 San Francisco.....Carpenter Paper Co.
 Savannah.....Atlantic Paper Company
 Seattle.....Carter, Rice & Co. of Washington
 Shreveport.....Louisiana Paper Co.
 Springfield, Mass.....Whitney-Anderson Paper Co.
 Stamford, Conn.....Lott-Merlin, Inc.
 Tallahassee.....Capital Paper Co.
 Tampa.....Tampa Paper Co.
 Texarkana, Ark.....Louisiana Paper Co.
 Toledo.....The Millcraft Paper Co.
 Trenton.....Central Paper Co.
 Tulsa.....Tulsa Paper Company
 Waco, Texas.....Olmsted-Kirk Company
 Washington, D. C.....Virginia Paper Company
 Wichita.....Southwest Paper Co.
 Worcester.....Butler-Dearden Paper Service
 York, Pa.....The Mudge Paper Co.
 Monterey, N. L., Mexico.....Carpenter Paper Co.
 ★ ★ ★
 MANIFEST BOND ONLY is also sold in New York City by
 Henry Lindenmeyr & Sons, Merriam Paper Co. and George
 W. Millar & Co., Inc.



War

has proved that envelopes are *essential* — as couriers, expeditors, protectors of work and goods. War has found new ways to employ envelopes . . . added new styles, sizes, materials . . . *War has first call* . . . We who manufacture, sell, print and use envelopes must conserve and share . . . but we can think and plan toward the day when the best in style and paper will again be available to help us toward a lasting and prosperous Peace.



UNITED STATES ENVELOPE COMPANY • SPRINGFIELD 2, MASSACHUSETTS

When Writing to Advertisers Please Mention THE INLAND PRINTER

25



WE *Contribute* OUR MITE

For the fifth time in our long history it has been our duty and our privilege to contribute to an American war effort. Relative to the colossal whole our contribution may seem small. We cannot make guns or shells, tanks or trucks, but we do provide paper to the limit of our ability, without which they could neither be produced nor used

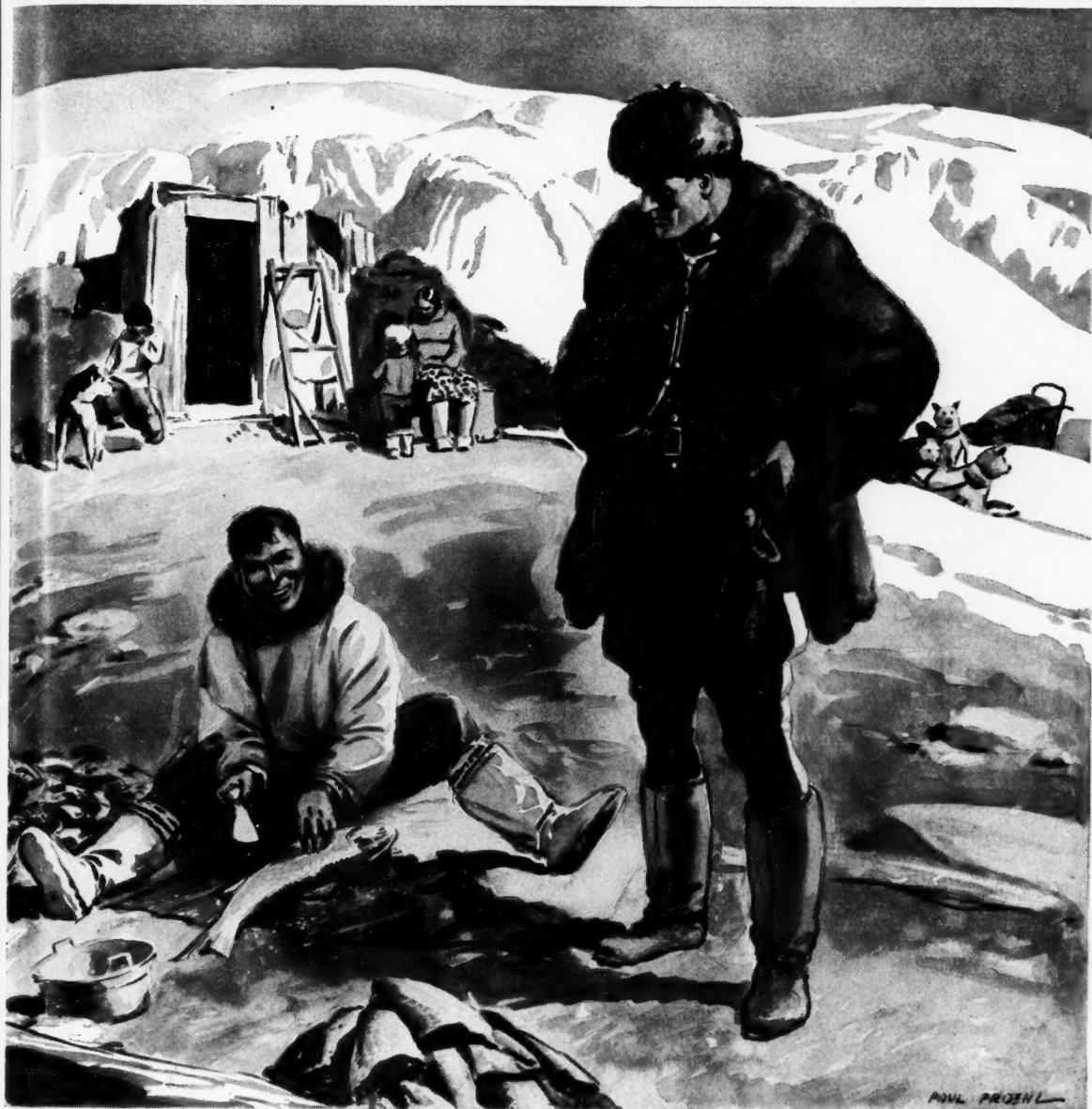
effectively in the field of action. The armed forces, our country and our allies take much of our production. The rest goes largely to industry essential to the supply of our armies, our navy, our air force and our soldiers of the sea. We try to hasten the day when we can again turn to the peace-time needs of our friends everywhere.

THE BECKETT PAPER COMPANY

Makers of Good Paper in Hamilton, Ohio, Since 1848



TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



Limiting production, freezing models, simplifying styles, rationing and various other wartime restrictions, while essential, stifled competitive sales activity in individual enterprise. However, the pent-up urge for commercial and industrial supremacy will eventually be released. With the re-opening of business floodgates, marketing strategy is sure to find Advertising-Printing its sharpest selling tool. In this process, Northwest Pedigreed Papers will offer printers and users the utmost in effectiveness and economy.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

Please Mention THE INLAND PRINTER When Writing These Advertisers

THE BIGGEST THING IN THE WORLD CAN BE A PIECE OF PAPER



Great Buy for a great day coming

The Mighty 7th War Loan Drive is now on.

Each of these bonds is a certificate of a stronger partnership in a stronger, victorious America.

Every *extra* bond you buy is also an extra victory punch being delivered at just the right moment.

Since you will get only two chances to buy new bonds this year, instead of three, you'll really want to dig down for this Mighty 7th. Seven billion dollars worth have been set aside for individuals to buy.

Of course you'll help make it a success.

For this money means the best guns, tanks, ships and aircraft for our gallant



OXFORD PAPER COMPANY

230 Park Avenue, New York 17, N. Y.

MILLS at Rumford, Maine
and West Carrollton, Ohio

WESTERN SALES OFFICE
35 East Wacker Drive, Chicago 1, Ill.

fighters. It means amazing new bombers and jet-propelled planes. It helps to ship men and materiel halfway around the earth to finish the Jap.

These bonds mean benefits at home, too. Someday they will help send a son or daughter through college—or go toward a new postwar home or automobile.

Yes, it's the Mighty 7th. Let's all do our part.



Included in Oxford's line of quality printing and label papers are: Enamel-coated—Polar Superfine, Mainefold, White Seal, Rumford Enamel and Rumford Litho C1S; Uncoated—Engravatone, Carfax, Aquaset Offset, Duplex Label and Oxford Super, E. F. and Antique.

HOW'S BUSINESS?

Boy, Are We Busy!

We're doing our level best to continue meeting all requirements so that everyone can have the same plate-making service enjoyed by more than 200 of America's leading Printers and Lithographers.

Without our fine staff of over a hundred master craftsmen, the best equipped commercial plate-making plant, operating 24 hours a day, this service would be impossible.

Despite a deluge of business at a time of many wartime restrictions we have been able to continue producing quality work in the shortest possible time. True, all new work cannot be designated as "rush," but our long list of old customers do have priority in this service.

Write, wire or phone your requirements on color process plates, black and white, highlights, line or halftone negatives or positives, or photo-composed plates, letter press or offset.

MAIN OFFICE AND PLANT • TOLEDO 2, OHIO
JACKSON AT 11TH ST. • PHONE MAIN 2167

CHICAGO OFFICE
301 North Wells Street
Phone Randolph 5383

DETROIT BRANCH
Elizabeth and John St.
Phone Randolph 9122

NEW YORK OFFICE
148 West 23rd Street
Phone Chelsea 3-5209

Graphic Arts Corporation of Ohio
MAKERS OF FINE PRINTING PLATES
TOLEDO • NEW YORK • CHICAGO • DETROIT

Patawite

Reg. U.S. Pat. Off.

946 MANIFOLD

The
light-weight paper
for jobs that call for
an extra touch of
quality

When normal conditions return and Patawite again becomes available for civilian uses, we suggest you think of this unusually fine sheet for such jobs as folders, broadsides, air mail stationery, office forms, carbon copy paper.

Paterson Parchment Paper Company • Bristol, Pennsylvania

WEST COAST PLANT: 340 BRYANT STREET, SAN FRANCISCO 7, CALIFORNIA
BRANCH OFFICES: 120 BROADWAY, NEW YORK 5, N. Y. • 111 WEST WASHINGTON STREET, CHICAGO 2, ILL.

**"More work with
fewer men"**

... says the Foreman



**"Better Lighting
does it faster!"**

... says the G-E Lamp Supplier

**Yes, Actual Records Show That Correct Lighting
Makes Work Move Faster, Easier, More Accurately**

Engineered lighting pays dividends in every part of the shop! Your General Electric Lamp supplier can show you how. Better lighting will:

- 1 Increase output.** The simple fact is that eyes see faster and hands move faster with high levels of lighting from G-E Mazda Lamps. That means greater speed in jobs like typesetting and proof reading.
- 2 Improve workmanship.** You get higher standards of quality and accuracy with proper light from G-E Lamps. Workmen make fewer time-wasting mistakes; faulty register is easier to detect; colors show up more accurately.
- 3 Raise morale.** Your workers' health affects the quality of their work. High-quality G-E lighting makes for more cheerful surroundings; helps reduce eye-strain and headaches caused by tired eyes; and helps cut down the number of accidents.

All these advantages add up to lower costs and higher quality. And it isn't hard to get good lighting. Get in touch with your General Electric Lamp Supplier. He'll see that you get a sound, properly-engineered job. Call him today!



GENERAL  ELECTRIC

THE CONSTANT AIM OF G-E LAMP RESEARCH—TO MAKE

**G-E MAZDA LAMPS
STAY BRIGHTER LONGER**



Hear the G-E radio programs: "The G-E All-Girl Orchestra," Sunday 10:30 p.m. EWT, NBC; "The World Today" news, Monday through Friday 6:45 p.m. EWT, CBS; "The G-E Houseparty," Monday through Friday 4:30 p.m. EWT, CBS.

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back

31



The Fight for Freedom from PAIN

"It's not going to hurt, son... not any more." The "cold magic" of *Refrigeration Anesthesia* is a revolutionary new technique in surgery. The York FlakIce Machine can produce ice in a few minutes to numb screaming nerves, easing pain. The York Corporation, York, Pa., also makes equipment to provide, at will, any desired temperature, humidity or any weather condition on earth.

This company selects Strathmore paper for its letterhead as a symbol of achievement and high standing. YOUR letterhead should represent the excellence and accomplishments of YOUR company. Today, when lighter weight papers are necessary under government rules, quality is more important than ever. The Strathmore watermark is your assurance of that quality.

STRATHMORE **MAKERS OF FINE PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

YOUR WASTE PAPER IS URGENTLY NEEDED—Over 700,000 war items, shipped to the fighting fronts, are either made of or packed in paper. Much of this paper is made by re-processing waste paper. Clean out your old files and obsolete printed matter and get it into the hands of your local waste dealer or salvage committee immediately.

PAPER IS PART OF TODAY'S PICTURE

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

**FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT**



THERE ARE *No Ink Service* STATIONS on Luzon

The Story of the Army Engineers Mobile Topographic Units Is an Amazing Tribute to Yankee Ingenuity.
Ink Research Helped to Make Them Work

If you are printing maps on Luzon, in bombed out Europe, in Burma, you cannot pick up the telephone and call an ink service station if something goes wrong on the press. That is why the inks used by the Army Engineer Corps Mobile Topographic Units must be as nearly foolproof as modern research and ink engineering can make them.

IPI makes no claim to helping to win the war because it supplies these inks to the Army—along with other ink manufacturers. However, because of IPI's unique research facilities, its scientific knowledge of ink chemistry and its extensive technical equipment, it was able to offer its services to the Army Engineers and to contribute significantly in setting up accurate standards and specifications.

Early in the war IPI representatives sat down with the Engineers Corps at Plattsburg and later at Ft. Belvoir to help work out the ink problems for the Army's mobile printing units—complete printing plants on wheels. Their objective was to

print new maps every 24 hours showing changes in the combat areas, for an army moving at the rate of 500 square miles a day. In the field the mobile units move according to battle needs. A modern army uses printing in various forms, but most important are maps in large quantities.

In combat operations, officers and soldiers alike must be thoroughly posted on operations. Up-to-the-minute maps are needed on incredibly short printing schedules during the height of combat. Offset lithography was chosen as a rapid method for reproduction and the Army mobile units are playing an important part in our wars.

The IPI approach to the problem was to recommend that, insofar as possible, the ink service problems should be worked out before the inks left the factory. We recommended that accurate color standards be set up and detailed specifications for the inks be written. At first there was some doubt that a specification could be written for ink. It was in this connection that the broad experi-



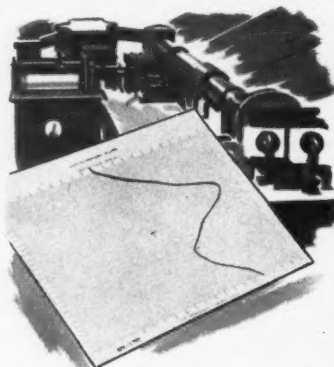


Maps—huge quantities—in 24 hrs. for an army moving at the rate of 500 square miles per day.

ence, scientific knowledge and equipment of IPI Laboratories, factories and technicians played an important part.

Control instruments in these Laboratories include the most modern developments, such as the GE Recording Spectrophotometer, RCA Electron Microscope, Infra-red Spectrograph and the IC Rotational Viscometer, the latter an exclusive development of Interchemical Corporation of which International Printing Ink is a division. IPI's pioneering for accurate color specifications had already resulted in the joint sponsorship by Interchemical and General Electric of the American Standards Association Specification and Description of Color, Z-44, June 14, 1942. Drawing on this experience, accurate color standards and detailed specifications for ink formulations were established. Inks made on these standards and specifications by IPI and other ink companies are as nearly foolproof as scientific research, human skill, and modern manufacturing equipment can make them.

In effect, IPI said to the Army Engineers: "Here are our research facilities. In our belief, they represent the most comprehensive equipment available anywhere for ink research and engineering. They are available for whatever use you want to make of them." The Army Engineers were quick to take advantage of these facilities. Color standards were set up according to Munsell notation as provided in the ASA Standards. Specifications for viscosity, tack, flow,



The GE Recording Spectrophotometer can distinguish differences between millions of colors. The human eye can see only one hundred thousand.

yield value, temperature and other important characteristics were established. The temperature specification itself is interesting. Because the inks must perform in every known climatic condition from the equator to the poles, they must withstand a range from 40° F. below to 160° F. above zero.

The resultant specification, T-1608A, embodies all the necessary information and tests formaking inks that will

operate on an offset press far away from the normally convenient ink service station. From an air photograph to a well printed map, mobile units are producing highly satisfactory offset lithography in record time in every combat zone.

IPI TECHNICIANS IN THE ARMED SERVICE

IPI ink technicians are contributing their skill and knowledge in control locations where the programs for these mobile units are perfected. There are 60 IPI men scattered over the many combat zones in all branches of the service. From reports sent in by these men, the performance of the Army Engineers Corps mobile printing units is a tribute to every branch of the graphic arts industry which helped to make them possible. IPI is grateful for the many expressions of appreciation from officers in the service—letters which are restricted and which we cannot publish.

OTHER PROBLEMS—TECHNICAL AND TICKLISH

IPI ink engineering has been used on other products for the war. Marking inks for rockets that must not lose their identity as a result of weather conditions and exposure—food can marking inks—inks for duplicating machines and scores of other items, many confidential, which serve to illustrate the complex nature of modern warfare.

IPI LITHOGRAPHIC COLOR GUIDES

IPI has offset color guides, in letter-file and pocket sizes. The inks of which the guide shows specimens are entirely new, based upon scientific investigations made by the Research Laboratories of Interchemical and the Product Development Laboratories of IPI.

Copies of both letter-file and pocket sizes will be sent to you on request. Write to International Printing Ink, 350 Fifth Avenue, New York 1, N. Y.

IPI Offset Color Guides show 114 colors on offset, coated and bond stock, halftone blacks, process inks section, characteristics table and ASA Standards. Arrow points to typical ASA color specification, which reads as follows: Cyan Green OE-120, 497.6, 27.1, 30.8, Munsell 1.5BG, 5.7, 8.8.



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They can be described in terms of certain simple "articles of faith":

Faith in America and in America's future—a future of expanding, useful productivity and ever higher standards of living.

Faith in the rightness and benefits of individual freedom and individual enterprise.

Faith in the principle that there can be no rights without

responsibilities—no privileges to enjoy without duties to perform.

Faith in work, as the forerunner of reward—in incentive, as the kindling spark of productive energy—in opportunity to serve a need, as the first requirement to provide a job.

Faith in the American way of doing things, by which each person, each organization, each industry, each business must take its place—and be granted that place—according to the ability and capacity—in one great, coordinated, inter-gearred system of living, working, and contributing to the national welfare.

Faith in America's progressive instinct and in the things which serve it—science, research, engineering, technical knowledge, and skill.

Faith in the rights of great and small alike—and of the importance of each in a free, peaceful, and productive nation.

Before us lies one immediate, definite task—more important than all others—to defeat Japan.

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We believe the principles which we have stated are those with which the challenge must be met.

We believe that if we follow these principles—with stout hearts and willing hands—America's future will inevitably bring *better things for more people*.

THE INLAND PRINTER

J. L. Frazier, Editor

THE LEADING BUSINESS AND TECHNICAL JOURNAL

IN THE PRINTING AND ALLIED INDUSTRIES • PUBLISHED BY TRADEPRESS PUBLISHING CORPORATION • JUNE, 1945

Start Postwar Planning Now

POSTWAR HEADACHES? PRINTER SHOULD PLAN AT ONCE TO TAKE CARE OF THEM • BY A. C. KIECHLIN

● A NATION can't fight a war without men, equipment, and a medium of exchange. This trinity must be fused into a solid front with some sort of an over-all plan of action. The printer's position in the world of business is similar, because business is economic warfare. Therefore, now is the time to plan your operations for after the war.

Each printer must "roll his own"; there is no one pattern to follow. He must analyze his own position and then draft a program based upon an intelligent appraisal of the factors peculiar to his business.

This may be only a rough draft but the time and effort spent along these lines will not be wasted. It will bring into bold relief the many problems that are etched into the picture and which by-pass the mind until attention is focused on them through detailed analysis.

HERE IS CHECK-LIST

The printer's problems are many and here are some of the things to consider in planning operations.

What has the war done to your resources? Is your working capital ratio better or worse than before the war? How does your financial standing compare with that of prewar days? Has your net worth been increased or decreased? Has your equipment any trade-in value or is it practically junk? What will you have to pay for deferred repairs to business buildings and equipment?

Many business men have been unable to make repairs because they could not get the materials or help during the war or had to get along by using sub-standard repair work. Many temporary repairs have been made during the war which will

have to be re-done in the postwar period. Remember that when repairs are deferred they are always more costly than when they are made pronto. Will such repair work set you back substantially, affecting investment in postwar modernization, expansion, and promotion?

If you figure on expansion, how many additional men will you need, how much more equipment and space, what will the expansion cost you? What volume must you get to pay the over-all cost of doing business and net a profit on the enlarged operation?

HOW ABOUT ADVERTISING?

How much must you appropriate for advertising, either for rebuilding prestige lost through discontinued advertising during the war or to get sufficient volume to promote sales with maximum profit in the postwar period?

It's quite a large order, you say, that involves forecasting into the postwar period when anything can happen. Printers were never good hands at budgeting operations even in normal times. That is correct, but while precision results are not to be expected, nevertheless it will pay to ruminate on all these things and get some sort of a focus before the time comes to act; not just a hazy mental picture but a pencil-and-paper plan.

As the postwar period approaches, adjustments can be made to the plan, as is common with all types of business forecasting. This idea of systematic planning for modernization, expansion, and promotion is sound and imperative now.

What were your business costs before the war, and what have they

been during the war? Have costs gone up or down? Why? Fewer employees, discontinued advertising, a seller's market, and fewer deliveries have reduced ratios for many business men. They may be able to retain these savings postwar.

In some cases, such as advertising, this expense will be increased because business men have reduced copy during the war. A comparative analysis of prewar and wartime figures now will help the printer get a good perspective on possible postwar economies born of war.

The war forced the business man to pay greater attention to operating economies inside and outside the plant. He has had to cut out the frills because of shortages and restrictions. He has had to find short cuts, new ways to do the old job better, all of which will help him do a more efficient managerial job in the postwar period if he capitalizes on his war experience.

EFFECTS OF HIGH TAXES

What has high taxation done to your net profit? Where has it left you on pocket-profit? Are you indebted to war production for a large influx of new business during the war, boosting volume over peacetime average? If so, what steps must you take to replace this business when war production ceases so that volume does not drop back to its old level? Will you broaden your services, add new departments? If so, how much additional promotional effort and capacity will be required and what is the estimated cost?

What is your inventory position likely to be at the war's end? This is probably not such an important factor in the graphic arts industry as it is in the merchandising of resale goods but it does apply and should be considered where printers may have substantial inventories of

raw materials, or where they sell stationery. Prices may drop after the war or they may increase. It pays to consider all possibilities.

And what about the write-off on equipment? If you have been taking sufficient depreciation during the past to absorb original cost in a period of time that coincides with actual wear, tear, and obsolescence, you are safe. If wear, tear, and obsolescence take their toll before the assets are written off your books, you stand to lose.

This is a sock at net worth, weakening your financial position, making it just that much more difficult to get satisfactory credit accommodations in the postwar period.

HOW ABOUT POSTWAR FUNDS

How much do-re-mi will you need to swing your postwar business program? How much will you have in the kitty for this investment? If you don't have enough money to finance your postwar program at the war's end, can you get credit? If your financial position shows up badly, you may have a very difficult time obtaining credit accommodations. At any rate, it is poor business to wait until you decide to invest to find out.

Will you need additional working capital to finance postwar operations? Will your own funds, as indicated by the current ratio on your balance sheet, do the trick? Working capital is not investment capital. The former supplies the funds to pay current bills, payroll, and taxes. The latter is taken from surplus cash that has been set aside to modernize or expand.

CREDIT POSITION MUST BE SOUND

If surplus funds are unavailable in your own organization, you may get the money through a loan or credit, providing your balance sheet rates the accommodation. Remember that any expansion or increased promotional activity in the postwar period will increase the demand for working capital over the prewar and wartime operation, the exact amount of the increase depending upon postwar activities and hopes.

If you expect to expand 25 per cent or to go heavier on postwar promotion by 25 per cent your need for working capital will increase by 25 per cent, and you must see to it that your business will supply this extra amount.

If you need any outside funds or credit after the war to cover your postwar plans, start looking now. If your financial statement shows up badly, if there are "bugs" anywhere in your operations, you may

have a difficult time getting outside accommodations in the postwar period.

Now is the time to make a study of your position. If you need funds for modernization in the postwar period, as indicated by a detailed study of your problems and the formulating of a plan, contact your banker and talk over the matter before the last shot is fired. Even if you finance your postwar activities in other ways than through a bank, the banker can help you with valuable counsel.

PLAN FOR FUNDS NOW

Many business men make the mistake of waiting until they need funds before they go looking for them. Sometimes it is impossible to anticipate burdensome demands on the pocketbook and the business man can be pardoned in such cases if he fails to plan in advance. But postwar monetary and credit requirements do not fit into this picture. The need and the certainty of postwar betterment and promotion is known. Much can be done now to prepare the way.

We have mentioned only a relatively few of the problems that will beset the printer in the postwar period. Rarely before has the business man been confronted with so formidable a task. All the problems one had to consider before the war

OUR COVER

The appealing freshness of the illustration on our cover, "It's Spring in South Carolina!" has behind it the serious intent of promoting the development of the territory of the Seaboard Air Line Railway, Norfolk, Virginia.

The railway company has a far-sighted advertising policy, based on knowledge that greater industrial and agricultural developments in the South which it serves will be of benefit to the company. Hence its frequent use of advertisements which publicize the potentialities of its territory.

The agency which prepared the advertisement for the Seaboard Air Line Railway, and from whom the four-color process plates were borrowed, is the Caples Company, of New York City. Leslie Ragan was the artist who so successfully pictured the dewy fertility of spring.

were kindergarten stuff compared to the higher education that you will need from now on to plan your work and work your plan profitably. The printer must become a better student of business management to graduate into the profit class after the war.

He must do a better job of costing his wares so that he makes a profit on every sale. Buying and selling goods and service is not the all of business. You may buy right and sell at a good margin, yet lose money because you manage badly, because you lack a plan, or because you have too limited a knowledge of causes and effects in business operation and the requisites essential to good over-all management.

YOU'LL NEED MORE KNOWLEDGE

Before the war, some printers did get by with limited knowledge and application of good business principles but now greater complexities await you than ever before. You must broaden your horizon. The best way to start is with some sort of plan that will provide systematic appraisal of your problems.

Every business is different, and no one can solve your problems but you. That is your job but first you must know what these problems are and then plan to meet them with solutions that square up with good business management.

The most difficult period will be bridging the transition from war to peace. After the postwar period has been under way for a few years, the cauldron will change from a turbulent bubble to a more peaceful simmer and then you may be able to handle your business affairs with fewer headaches. Until then, plan to keep the pot from boiling over.

IT'S TIME TO AWAKE

Too many printers we have talked to in the past few months are being lulled to sleep by the reassuring picture on our war fronts. They see in the offing a postwar period free of restrictions where they can buy and sell as of old. But the end of the war and the removal of restrictions will create gremlins even worse than those we know today.

Printers who do not begin anticipating their postwar problems now and plan to tackle them effectively when they come will find themselves in foxholes. "Forewarned is forearmed." Our complacency about war in peacetime cost us plenty in blood, sweat, and tears. A similar attitude toward postwar problems will get the same result in the postwar period and build up profits for only one guy—the maker of aspirin.

Postwar Plants Will Offer Clients a Choice of Processes

Survey conducted by THE INLAND

PRINTER indicates a huge increase

in plants handling both letterpress and offset when equipment is available • By Glenn C. Compton

THE PROBABILITY of an increase of 100 per cent and possibility of as much as 145 per cent in the number of combination letterpress and offset plants in the commercial printing industry after the war is indicated in a survey which THE INLAND PRINTER conducted in March. Of the printing firms which are now exclusively letterpress, 25 per cent expect to add offset equipment, while another 11 per cent are considering such expansion.

At present 20 per cent of the letterpress plants in the industry also operate offset departments. When those who expect to add the process are able to buy equipment, this percentage will rise from 20 to 40 per cent. This would represent an increase of 100 per cent in the number of the plants equipped for both processes.

If those in the other group, the ones who said "maybe" they will add offset, do so, then the percentage of the combination plants would rise from 20 to 49 per cent, which would be an increase of 145 per cent. Although it will doubtless be several years, even if full manufac-

ture of equipment is resumed within the next year or two, before most of the firms in this "borderline" group actually add offset, many of them will probably do so as soon as equipment is available, influenced to some extent by those making up the larger group who have already made a decision to add offset facilities to their plants.

These conclusions are based on replies made by 2,179 subscribers to THE INLAND PRINTER. Statistically, this extremely large return from the questionnaire, which was sent to all subscribers, is nearly triple the size sample considered necessary to make an accurate analysis of the entire subscription list. The distribution of THE INLAND PRINTER's circulation, it has been ascertained by careful analysis, is such as to provide an accurate cross-section picture of the printing industry by dollar volume distribution by kinds of plants as shown in the U. S. Census figures. Therefore, the percentages revealed by the 2,179 replies in THE INLAND PRINTER survey can be safely projected to cover the entire commercial printing industry.

As mentioned before, the survey indicates that 25 per cent of present letterpress printers intend to add offset. This figure is somewhat lower than that obtained by Dun & Bradstreet last year in the survey that was made for the Mergenthaler Linotype Company. Of commercial printers interviewed in the Mergenthaler survey, 40 per cent replied "yes" to the question: "Do you plan to add any equipment for processes new to your plant?" The survey was made among 939 printers, 86 of whom did not answer this question.

THE INLAND PRINTER survey was made at least a year later and the results are based on a larger sampling than that covered in the Mergenthaler survey. The Mergenthaler figure of 40 per cent, by the phrasing of the question, could include gravure, and perhaps even photoengraving, electrotyping, stereotyping, silk-screen or other processes, in which case the difference of 15 per cent in the two findings would be somewhat reduced.

The breakdown of THE INLAND PRINTER survey by types of plants shows that 78.6 per cent of those

PRESENT AND FUTURE	LETTERPRESS ONLY		LETTERPRESS AND OFFSET		PERCENT INCREASE	PROJECTED TO ENTIRE INDUSTRY	
	NUMBER	% OF TOTAL	NUMBER	% OF TOTAL		LETTERPRESS ONLY	LETTERPRESS AND OFFSET
AT PRESENT	1,594	80%	408	20%		8,395	2,149
WHEN OFFSET EQUIPMENT IS ADDED	1,195	60%	807	40%	100%	6,294	4,250
IF "BORDERLINE CASES" ADD OFFSET	1,013	51%	989	49%	145%	5,335	5,209

This chart, which analyzes the results of a comprehensive survey, demonstrates the percentage increase of printers who expect to equip for both processes

printers who said they would either install offset or add more equipment for the process are operating either a general commercial printing business or a combined commercial and publication printing business. This section of the industry is in the best position to make the heaviest investments in offset

or both, it is pertinent to recall here the advice given recently by Frederick Triggs of New York City who, after fifty years as a letterpress printer, installed a small offset department about three years ago. To quote from an article about Mr. Triggs which was printed in *THE INLAND PRINTER* for January, 1945:

OFFSET AND COMBINATION PLANTS WITH CAMERA AND PLATEMAKING EQUIPMENT	
████████████████████ 69%	PERCENT OF TOTAL
HAVE CAMERA AND PLATEMAKING EQUIPMENT	
██████ 11%	
PLATEMAKING ONLY	
█ 2.5%	CAMERA ONLY
██████ 17.5%	
PRESSES ONLY	

Chart showing what portion of plants with offset presses are equipped to make plates. Some also have camera equipment

equipment. The remaining 21.4 per cent of the replies from the printers who said they would install offset or add more equipment for the process came from schools, publication, private, and trade plants.

Approximately 82.5 per cent of all the firms doing offset work have platemaking equipment as well as presses. *THE INLAND PRINTER* asked owners of offset and combination plants if they have their own camera and platemaking equipment. Of the 453 in this group (408 of them combination and 45 exclusively offset plants), 312, or 69 per cent, have both camera and platemaking departments; 50, or 11 per cent, have platemaking equipment only; and 11, or approximately 2.5 per cent, have photographic equipment only. Two firms replied that they have facilities for photostats only.

The remaining 17.5 per cent of this group who have no such equipment or did not answer the question, presumably do presswork only and have their negatives and plates made in trade plants. This conclusion should be qualified by the fact that the answers to this question had to be written in, instead of merely checked "yes" or "no" as was the case with the other questions asked. Among the 2,179 replies to the questionnaire, it is reasonable to assume that some of the 821 who did not answer this question actually do own platemaking equipment but did not take the necessary time to write in the information.

In connection with the high percentage of plants which have either platemaking or camera equipment,

"The small printer can have his negatives made outside, as Mr. Triggs does, thus conserving his space and avoiding the cost of installing camera equipment, but he should by all means have his own platemaking equipment and not try to depend completely upon a trade platemaking plant. Too much time is lost waiting for plates to come from the outside, especially when any emergency remakes are necessary.

"This does not mean that the services of a trade plant are not valuable to the small offset printer. Mr. Triggs has some of his plates made outside, especially for the fine four-color process work on which the customer wants proofs . . . the trade plant has facilities for giving color proofs before the job is on the press."

As for any general conclusions to be drawn from *THE INLAND PRINTER* survey, the figures speak for themselves. They would seem to indicate

that offset, like the automobile, is "here to stay." Lithography, which has shown a rate of increase several times that of letterpress during the past decade, is steadily spilling over into the letterpress field. (See the interview with Thomas Roy Jones on page 52 of this issue.)

If the trend toward combination plants continues indefinitely at the rate indicated, the character of the commercial printing industry will be changed considerably. To use an analogy from politics, the industry will lose its "two-party" or "two-process" nature. Instead there will be a large "party of the center" in which both processes form a coalition under one roof. Numerically at least this will be the largest group, although the dollar volume of letterpress will probably outweigh that of offset for some time to come.

To the left of center will be a relatively small number of plants devoted exclusively to offset, and to the right of center will be the letterpress specialists. But no matter how large a majority of the printers may eventually operate combination plants, there will probably always be a place at either side of center for those who want to stick to one process.

Perhaps even a new name will be coined for the large group which operates combination plants. The name would eventually also have to include gravure.

OHIO FIRM'S ADVERTISING FEATURES EMPLOYEES

● THE PUBLIC RELATIONS value of age and length of service has been recognized by the Rad-Mar Press, Toledo, Ohio, which recently featured a quartet of its old employees in newspaper advertising.

The four printers have spent a total of more than 200 years at their trade, and this was also featured in a story in the *Toledo Times*. Both the ad and the story brought favorable results, according to Maurice J. Marenberg, the president, and Robert F. Radke, general manager and treasurer.

The ages of the quartet aggregate 287 years. Frank Lippert, 78, started in the printing business in 1881, is a stoneman and compositor. Joe Kriener, 74, a pressman, began printing sixty-one years ago, stepping out of his trade during World War I to make cannon. Joe Periat, 70, a pressman, began as an apprentice fifty years ago in Toledo. Youngest of the four is Hugh McMullen, 65, a pressman.



4 Answers to Manpower Shortage

Printing, like other industries, has suffered seriously from manpower shortages and losses. Some time ago Rad-Mar moved to meet the situation in a way that would not impede the war effort and would observe WMC regulations. We called back from retirement a remarkable quartet of printing trade craftsmen. Their names, ages, records of service, from left to right as shown in the picture are:

HUGH McMULLEN Pressman 65 years old 35 years a printer	FRANK LIPPERT Compositor 78 years old 64 years a printer	JOE KRIENER Pressman 74 years old 60 years a printer	JOE PERIAT Pressman 70 years old 50 years a printer
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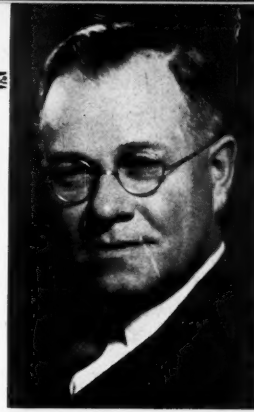
The four have a total of 209 years experience at their craft . . . They know their jobs. They take pride in good workmanship. They are glad to be making their contribution to the war effort through the industry in which they have spent so many years. We are happy to recognize in this way their part in helping us to meet the manpower shortage.

RAD-MAR PRESS

R. F. Radke INCORPORATED M. J. Marenberg
★ ★ Letterpress and Offset Printers ★ ★
334 18th Street ADams 6145



J. Henry Holloway



Harry L. Gage

Printing Educators Warn Craftsmen of Need for Apprenticeship Training

● UNLESS the printing industry supports an adequate program of education and apprentice training there will be a dangerous shortage of skilled manpower after the war, at the very time when all indications point to the largest volume of printing in history, two educational leaders warned at the Second District Craftsmen's Conference held in Newark, New Jersey. The speakers were Harry L. Gage, vice-president of Mergenthaler Linotype Company, and J. Henry Holloway, principal of the New York School of Printing.

This personnel shortage began to develop long before the war, both men declared. Industry leaders and trade publications have sounded frequent warnings, but they have gone unheeded, said Mr. Holloway. For twenty-five years the printing industry has refused to face the problem of education, said Mr. Gage. Mr. Holloway quoted from a survey which showed that the annual death rate in one large group of printing trades workers is about fourteen per thousand, with a similar number dropping out each year because of old age or other reasons. The recognized printing schools are able to furnish less than 10 per cent of the number lost to the trade through death, to say nothing of the shortage due to other causes.

"The printing industry needs quickening," said Mr. Holloway. "It needs to renew its former interest in education for the graphic arts; it needs for its own security to give support to those comparatively few leaders who would arouse old-time enthusiasm for training present and future personnel . . . the time is ripe for revival of industry's interest in printing education. Let there be carried into the rank and file of workers on the apprentice level the spirit of Craftsmen in terms of education. As the executives joined together to 'share their knowledge,' so let the same idea be carried to apprentice groups and may there be apprentice groups to train, for however well conceived a training program, without apprentices to train it cannot function."

In communities where there are no printing schools or apprentice training classes, Mr. Holloway recommended that apprentices be encouraged to study printing texts and shop literature as found in the trade journals. They should study correspondence courses, and should receive suitable recognition for accomplishment. This program should be supplemented by evening instruction in the shop, under the direction of capable foremen and journeymen. Both apprentice and instructor should receive compensation from the firm for "valuable services rendered."

In the larger communities a survey of the number of printing plants, attitude of employers, and number of apprentices employed might justify organization of an instruction unit in vocational or academic high schools under a coöperative plan set up by industry and the local educational system. The coöperation of industry executives in any such program is most important, Mr. Holloway emphasized.

"Set up a system for apprentice training," he said, "provide excellent facilities for instruction, secure the ablest teachers, organize the best of courses approved by professional education and the industry—even then success is not assured. Not until executives are sold on the values that these factors provide, not until leaders lend willing coöperation and release apprentices from the plant at the time for instruction, can success result."

Because of widespread misunderstanding in the industry of the nature and purpose of graphic arts education as offered in public schools, both Mr. Holloway and Mr. Gage took pains to explain the difference between graphic arts education on an *industrial arts* level and that on a *vocational* level. "The accepted purpose for teaching printing in junior high schools is to provide instruction in industrial arts, to teach printing from the consumer viewpoint, to determine latent aptitudes for printing as a vocation," Mr. Holloway explained. "The objective is *not* trade preparatory. Notwithstanding these objectives, so often clearly stated, the favorite shibboleth of those who will not understand is 'training for bedroom shops.' No indictment could be more false."

The number of trade preparatory classes and schools in the field is too few to supply the industry's needs, said Mr. Holloway. He concluded his talk by reviewing the graphic arts education program being undertaken in New York City. It will include, besides the present vocational high school of printing and the associated apprentice schools, a technical institute offering a two-year course beyond the high school level but below college. In addition this institute will offer extension, short-term, and part-time courses designed to appeal to adults and displaced workers and to the many employed persons who are in need of refresher courses.

Directing his remarks toward responsibilities of Craftsmen in providing an adequate supply of trained personnel for the industry, Mr. Gage said they had been "asleep at the switch" in not extending their well organized educational program beyond their own membership. He urged Craftsmen to become educational leaders in their own communities. They should take the initiative in getting employers, printing trades workers, school boards, and teachers to make better use of graphic arts educational facilities in the schools.

If printing education in the schools is inadequate or uncontrolled now, it is the fault of the industry. Educators are alert to the needs, but they need the advice and support of the industry lest they run off at a tangent. More use should be made of the schools at night, said Mr. Gage, when practical craftsmen can aid the teachers in providing apprentice training. As examples of what can be done in the way of intra-industry coöperation, Mr. Gage cited Minnesota and Toronto, where Craftsmen and all other groups are supporting expanded educational programs, including even those groups formerly suspicious of printing education initiated by professional educators or employing printers.

Craftsmen might well extend their community educational activities in another direction—toward the consumer, Mr. Gage suggested. Many of the printer's problems originate with the customer who has only a limited knowledge of what printing is all about. With the present educational set-up Craftsmen are in an ideal position to help customers become more intelligent buyers and users of printing.

The Newark Club acted as host to delegates to the conference from the Newark, New York, Albany, Gloversville, Binghamton, and Utica Clubs which comprise the Second District. J. Irving Peck, Jr., Newark Club, is district representative. Next year's conference will be held in Gloversville.

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System of Production Control in Small Plant

Young printing salesman studies production planning and installs records which almost "keep themselves" • *By Glenn C. Compton*

MANY FINE production record and production control systems are now in operation in large printing plants. They have been described in detail in *THE INLAND PRINTER* and many of the ideas are adaptable to plants of any size. Nevertheless, the owner of the small or medium size printing plant is often scared off either by the apparent complexity of the system, or the size of the plant using it.

"That's fine for the big fellows," the small plant owner will say, "but I have no time for such 'red tape.' My plant is too small to hire record clerks and I'm too busy to do the work myself. I would be spending so much time on 'bookkeeping' I'd never get the work out. Besides, I'm in personal charge of the business, and I'm in close touch with everything that goes on in the shop. I don't need any written records. I keep 'em up here," he adds, tapping his forehead.

RECORDS MUST BE KEPT

No head is big enough to keep straight all the details that have to do with a day's operation even in a small shop, and no printing plant is too small to profit from a production control system, provided it is confined to records that get work done. The system should be a simple one, a happy combination between "red tape" and no records at all—one that requires little time and no additional help to operate once it has been set up.

The Astoria Press of New York City has installed and operates successfully a simple production record and a production control system which might well be the pattern for other small plants.

It is a comparatively small company doing a general line of commercial work. The plant is equipped with Miller Simplex, Miehle Unit, two Miehle Verticals, a Kluge, an open Gordon, a Universal, two linotypes, and a 45-inch power cutter.

Executive personnel consists of Morris Sweder, the proprietor who founded the business thirty years ago, and Tabby M. Koff, the junior

partner, production manager, estimator, and salesman. Mr. Sweder and Mr. Koff handle all production schedules and details. Mr. Sweder is the inside man handling production. It is his responsibility to take over the work and follow it through to completion. Before the system was installed, all details were more or less dependent upon his memory. Naturally there were slip-ups and errors. There are far too many details in the production of a piece of printing to allow such a condition to exist.

Young Mr. Koff, stimulated by the articles in the trade journals and by a production planning course he completed recently, has used his ingenuity to make several changes in the plant's production procedure to eliminate errors and loss of time which formerly resulted from lack of orderliness.

His chief innovation has to do with the handling of the job tickets or envelopes, and it is based on the principle that "the job ticket must follow the job through the plant." Emphasis in this article is placed not upon the originality of any of his ideas, but rather upon the fact that an executive of a small plant devoted time and thought to improving his production procedures, adapting his or another's ideas to his own special needs.

HOME-MADE BASKETS HOLD TICKETS

Mr. Koff has constructed a set of job ticket boxes or "baskets" which are placed at appropriate places in the composing room, the pressroom, and on the production desk. First we shall name the baskets, roughly in the order in which they are used, then see how they are employed as a job goes through the plant. The baskets contain these labels: Vertical, Cylinder, Simplex, Kluge, Proofs Wanted, Proofs Out, In Work, Ready for Press, Off Press, Jobs Finished.

These baskets were easily and inexpensively constructed from the heavy cardboard that protects shipments of paper. They have width enough to accommodate job envelopes conveniently and depth enough

TABBY M. KOFF

• **TABBY KOFF**, whose production control system for small printing plants is described in the accompanying article, never intended to go into the printing business, even though his father was one of the largest specialty printers of millinery and suit boxes in New York City. In the same block as his father's plant,



where Tabby fed presses after school, was the Astoria Press, founded by Morris Sweder some thirty years ago.

When Tabby grew up he left the neighborhood to engage in other lines of business. Then one day about ten years ago he happened to meet Mr. Sweder's daughter again. Result: Tabby soon became a salesman for the Astoria Press and "married the boss's daughter."

Since then there has been a real father-and-son relationship between Tabby and Mr. Sweder. Everything that Tabby knows about the printing business he attributes to the help and to the encouragement of Mr. Sweder, who urged him to take all the practical printing courses available in New York City. He is the firm's representative at meetings of the New York Employing Printers Association, is secretary of the Young Printing Executives Club, and a member of the Printing Estimators Club.

Mr. Sweder's business was built on a policy of service to the customer—a great many of his original accounts are still on the books. Tabby, as adept at creative service for the customer as he is in developing new procedures in the plant, carries on this tradition of service. Some day he will be taking over the business, and his fondest hope is to be able to maintain the firm's reputation for friendly service and honest dealings.

to hold a dozen or more job envelopes. The front and sides are about half as high as a job envelope, with the back somewhat higher. The joints are secured with very wide gummed tape.

HERE'S WHAT HAPPENS

Now let's follow a job through the plant. When complete information has been entered on the face of the job envelope in the front office, the envelope goes to the production desk in the shop. Here the name, number, and description of the job is entered in one of the sections of a home-made visible record ledger, according to whether it is to go on a Vertical, Simplex, Cylinder, or Kluge. Then the envelope is placed in the appropriate press basket on the production desk.

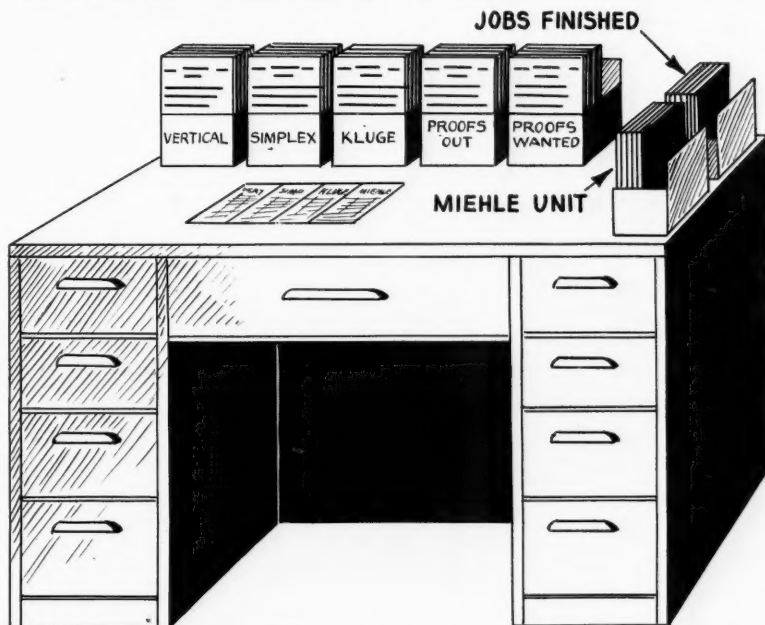
There are seven baskets standing across the back and along one side of Mr. Sweder's production desk. These are the press baskets, and the Proofs Wanted, Proofs Out, and Jobs Finished baskets. The latter will be explained later. From his visible record or from the job tickets themselves the production man decides which jobs are to be put into work next.

For example, he has chosen six jobs. Three of these require composition and so are forwarded to the composing department. All jackets go into the In Work basket which is on or near the composing stone. Two of these jobs, that have been previously okayed, are ready for the lockup. After finishing this operation, the stoneman shifts the jacket to the Ready for Press basket which

the jacket or envelope, the envelope moves back to the Proofs Wanted basket upon the production desk. When proofs are mailed or sent out, the envelope is then transferred to the Proof Out basket.

This "proofs out" step in the procedure has been a great time saver. When a customer phones to query a proof or order a change by telephone, Mr. Sweder or Mr. Koff has

velope remains in the On Press basket which is attached to the wall behind the press. At all times the pressman has all the information on the job, in writing, at his finger tips. Nothing is left to memory or to verbal instruction; the pressman doesn't waste his or his employer's time checking back on color, number of impressions, or other details of the job.



View of production desk, showing baskets and home-made visible record sheets used in following jobs

only to reach for the envelope in the Proofs Out basket directly in front of him. He answers the query or marks the change immediately. No searching through the shop for proofs, no telling the customer "I'll call you back in a few minutes." And this prompt service naturally makes a very good impression upon the customer, whose respect for the printer as an orderly and responsible business man is increased.

JOBS READY FOR PRESS

If corrections are necessary, the envelope is transferred back to the In Work basket and the changes made. If the job is a repeat, or if no customer proof is required, the envelope of course moves directly from the In Work basket to the Ready for Press basket. If the job requires no changes after the proof has been sent to the customer, the envelope goes from the Proofs Out to the Ready for Press basket.

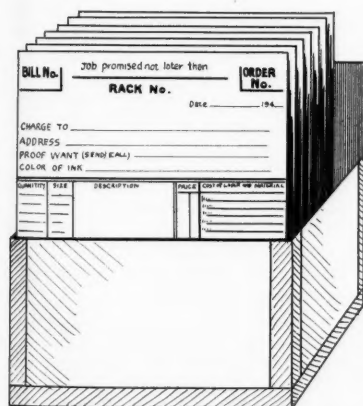
The pressmen are instructed to take a particular job ticket from this Ready for Press basket when they have completed a previous job. While a job is being made ready and all through the run, the en-

As soon as the run is finished, the pressman transfers the job envelope to the Off Press basket on the wall just under the On Press basket. Mr. Sweder or Mr. Koff, whichever is in charge at the moment, takes the envelope from this basket. If the job is ready for delivery as is, the envelope goes to the front office for billing. If the job requires binding or other outside operation, the envelope is placed in the Jobs Finished basket upon the production desk, where it remains until word is received that the job has been bound and delivered to the customer. Then the envelope goes to the front office for billing.

INFORMATION ALWAYS AT HAND

This system has proved very simple and satisfying to every one in the shop. Its time-saving and its error-preventing qualities have been thoroughly demonstrated in practice. The pressmen, linotype operators, and compositors like it because all information is within easy reach at all times.

Another advantage is that when one job is finished ahead of schedule, no time is lost in deciding which



Basket used to hold tickets for the jobs in work

is near the stone and also near the presses (composing and press departments at Astoria Press are both in one room).

The other of these three jobs requires proofs. After the proofs have been pulled and one set placed in

into the form. Over the period of months, as the standing forms are brought out one by one for repeat runs, all identifying slugs will be inserted in their appropriate forms.

One or two remaining points are deserving of mention. Both the job and bindery tickets are made out in great detail, so that complete instructions in writing accompany every job. The paper cutting order slip, information for which of course is taken off the job envelope (the paper cutter is on another floor) has a very interesting feature—the customer's name is marked at the bottom so that it is visible when the slip is inserted halfway into the stack of paper cut for the job.

TIME RECORDS ON TICKETS

So much for production records that are kept solely to make the plant operate more efficiently. Mr. Koff has gone a step further to devise simple procedures for keeping records that are useful in computing costs and in comparing present and past operations on the same or similar work.

One of the principal tools for this purpose is a time record form which is printed on the back of the envelope. The time consumed in every operation from linotype composition to presswork is recorded. Because the compositor and makeup men often shift from job to job without finishing any job, provision is made for several time entries for these operations.

Office records are kept in such shape that comparison with previous runs of the same job can be made quickly. Bills are made out in triplicate. One copy is filed by bill number for the conventional office record; the other is filed alphabetically by customer's name. When a repeat job comes in, the customer index is consulted for the previous amount which is entered, together with the previous job number and date, under the flap of the job envelope. The customer file also contains cards for larger jobs on which the price is broken down form by form. Additional information on a former run can be obtained from the job envelopes, which are filed by job number.

JOB NUMBER ON ALL ARTWORK

Yet another cross reference that helps in pricing and billing has to do with engravings. The printer's job number is entered upon all outgoing artwork. When the artwork comes back with the plates, the engraver's price is immediately entered in the appropriate place on the job envelope.

Morale Requires Real Respect for Foreman

Selling himself to his men depends on supervisor's knowledge of the job and his handling of employees • By George Greenberger

WE HAD BEEN having one of our very special big snow storms at the height of the Christmas shopping rush. The drifts were deep, traffic in a deplorable condition, and bus service practically non-existent. I was driving home at about 5:30 P. M. and had to stop for a traffic light. At the bus stop was an elderly man, his arms full of packages. Weather condi-



My approach was wrong. I asked him where he was going, and he replied: "None of your business!"

tions being what they were, I wound down the car window and asked the man where he was going, to which he promptly replied: "It is none of your business" and turned away.

I admit that my first reaction as I drove away was not exactly flattering to the old man, and I reflected "That's what I get for trying to be nice." But then, as I drove on, I got to thinking about it. Maybe he was just a crotchety old man, but on the other hand, maybe I was at fault. Different wording—"Would you like a ride?" or "May I give you a lift? I'm going to Utica and Richmond Avenues"—or a less abrupt, more pleasant manner might have elicited a very different response.

A far cry from foremanship, you say, but is it? What about giving orders to men? It's all a matter of approach, and approach is mighty important in the supervision of men. The foreman's approach to his

men is just as important as the salesman's approach to the prospective customer. The good salesman sells his product. But in order to do so, he sells himself first. And so it is with the good foreman; he sells himself to his men and the product in his case is the job he wants them to do.

First, let us consider the matter of selling oneself to the men. A man wants to respect his supervisor; he'll work harder, do better work and be happier on the job if he does. And what is it that makes a worker respect and want to work for his foreman? There are just two things: the supervisor's knowledge of the job, and what he is as a man in his handling of men.

The pressman expects his foreman to know all there is to know about running presses, a lot more than the pressman knows. And it's the foreman's business to see that he does. He may think that he can

get by without a thorough knowledge of his department's jobs, and bluff it through. But sooner or later—usually sooner—he is found out and down he goes in the estimation of all his men. And so, know your department's jobs and know them well if you would win and hold the respect of your men.

And the second point mentioned, what he is as a man in his handling of men, is equally important. That same pressman not only wants his foreman to know his job, but he wants him to be a man that he can count on, a square shooter, reasonable, just in his decisions, not given to play favorites, not asking the impossible, but expecting the very best he can possibly give.

He wants him to be stable, calm, even tempered, and decisive. The foreman whose moods are unpredictable and the foreman who can't make decisions breed uncertainty in the men, not respect. The pressman wants his foreman to be patient and understanding in helping him with his problems on the job, meting out criticism, but also praise when praise is due. And he wants him to be a man that he can like—pleasant, friendly, someone he can talk to.

You may think that our pressmen are asking a lot of their foreman, but I don't think they ask too much. The majority of men with a little effort can be all these things, and if the foreman's going to be "the boss," then he owes it to himself, his men, and the company to attempt to be the best boss he possibly can.

And now, having sold himself he comes to the problem of selling the job and getting it done. In this respect the foreman's own personal attitude toward his work can make or break the morale of his whole department. If, to the foreman, his job is just a chore, to be finished as painlessly as possible, if his attitude is one of apathy and indifference, he'll impart just that to his men.

But, if he is keenly interested in his job and enthusiastic, he'll pull his men right along with him. If he sees the work of his department as an important link in a whole process of manufacture and his men as a unit pulling together toward that end, he will aid materially in giving them an *esprit de corps* that is invaluable.

The second factor that looms very large in selling a job to the men who are doing it is the way in which it is presented to them. Job training for the new employee enters in here, of course, but that angle we

will discuss in more detail in a later article. What we want to talk about here are the instructions and orders that the average foreman gives day after day to the men who work for him.

There are too many foremen who think that roaring and barking are the best means of putting an order across, but they're sadly mistaken. Jim Jones is apt to be so busy resenting his superior's tone of voice—and rightly so—that he does not assimilate his instructions.

There are certain fundamental principles that are helpful on the subject of issuing orders:

1. State your order clearly.
2. Show the man how to do it, if necessary.
3. Follow up the work.

One morning, not long ago, the foreman of the maintenance department issued some orders to the painters to paint all the skylights. There was a good deal of confusion in his office at the time, with the phones ringing, men waiting for instructions, and he was in a hurry, not paying too much attention to the matter at hand. Along about four o'clock in the afternoon he got around to seeing how the painting was progressing and to his wrath and his amazement found that the painters had painted not only the sash but the window glass as well.

It sounds silly, but this actually happened, and it illustrates our points clearly. In the first place, the foreman obviously didn't make his orders sufficiently clear. Secondly, if he had checked up on the work earlier in the day, he would have prevented most of the damage before it was done. There are many other instances of this type in which spoiled work could be prevented.

Recently I heard the following conversation. A foreman was angrily yelling at Joe Smith, "Twenty-five thousand sheets folded wrong and this job can't be refolded. Twenty-five thousand sheets! Why don't you watch what you're doing? It's simple enough—nothing but a one-fold job." "Gee, boss, I didn't know they weren't folded right; I set the folder just like the sample you gave me." "No, you didn't, that's just it. Can't you see that they're folded wrong?" "They looked all right to me, boss; maybe you should have set the folder for me."

Here too, the foreman failed on our three principles and he made yet another serious error. He should have set the folder for Joe or else showed him exactly how to do it because Joe couldn't do it on his own. The foreman can't measure the in-

telligence and knowledge of the job of his men by his own. It's essential that he know his men and how much can be expected of them. It is senseless and wasteful to expect more of a man than he has the intelligence and ability to do, and it's useless to reprimand or punish him for his incompetency when he has done his best.

There is so much to be said about the job of being a good foreman. I have attempted to stress the importance of the foreman's general attitude and approach to his men—the importance to the men and to the company, since the man with a wholesome respect for his superiors and security in his working relationships is going to produce more. You serve your company best by serving your men best.

★ ★

Letterpress Sandpaper Printing

Sandpaper printing is a simple process for obtaining a halftone effect without the expense of plates. It may be produced on small cylinder presses or platen presses. The coarseness or fineness of the tone is



Sandpaper printed cover of Christmas folder by Ralph Eastman. In red and green against gray

controlled by the sandpaper. The method is as follows:

1. A type-high block of sufficient size to cover the desired printing area is selected.
2. A sheet of sandpaper is stretched over the block and wrapped down the sides of the block.
3. Sandpaper and block are locked in a chase in a manner that keeps the sandpaper stretched tight over the surface of the block.

4. The shape of the object to be toned in silhouette is cut from a four- or six-ply tag board (for ease of cutting) and is then pasted on to the sheet of stock to be printed, in the exact position that the finished product is desired.

5. An impression is pulled on the tympan (in the case of a platen press). The sheet that has the cut pasted in position is then lined up and gage pins inserted.

6. The sheet is then stabbed and spotted beneath the tympan. Sufficient packing is withdrawn at this time to compensate for the four- or six-ply cut-out.

7. Impression is adjusted, gage pins adjusted and sealed, and the job is ready to run.

8. In the case of a small cut-out, or one with fine detail, it may be necessary to make a frisket across the grippers to keep any undesired parts of the sandpaper from showing up. If the impression is properly adjusted, however, this frisketing should not be necessary except in extremely fine work.



Use for Mill Colored Papers

One development of this century in the paper trade is the wealth of mill colored papers, extremely vivid because of the high chroma of the coal tar dye colors used. While these gorgeous papers save the cost of printing a solid ground in multi-color jobs, a suitable color scheme is sometimes a problem from the viewpoints of the inkmaker, artist, and printer because of extremely high chroma of mill colored sheet.

A recent inquiry received threw an interesting sidelight on a not so well known process in the graphic arts which makes possible impressive color effects at reasonable cost.

The inquirer in this case sent two covers in extremely vivid colors and asked by what process these covers had been printed, letterpress, offset, or gravure screens not being apparent (under the glass). Nor could the characteristics of collotype (a screenless process) be discerned. The nature of the films of applied colors barred the silk-screen process from consideration.

The application of water removed the colors, white, and black. This confirmed the conjecture that the colors had been gang-sprayed from air brushes through stencils in the form of dye colors soluble in water onto vividly colored papers that had been dyed on one side in the mill. One well known use of this spraying process is the perfect bordering of sheets.

A PRINTER'S MAILING PIECE THAT "tells all" WITH A BANG!



Top: Mailing piece opened to show the position of its various units. Center: Two of the cards showing miniature reproductions of E-W-H products. Right: Page from tiny booklet which illustrates E-W-H departments and facilities.

It's a rare bird, that printer's mailing piece which tells everything a prospect will want to know about that printer's facilities. But here is one in compact, paper-saving form which tells all you need to know about the plant, shows miniature reproductions of work that plant has produced, and includes a sales letter for good measure.

Evans-Winter-Hebb, Detroit printer, is responsible for this bang-up job of advertising, a job which is all too rarely done by printers. The entire mailing, portions of which are reproduced in miniature here, consisted of the French fold jacket (die-cut), a per-

ART

Photographs, drawings, illustrations, retouchings and other art work are prepared or directed by men who know the requirements for effective printing, the merchandising aims and the technique that will best attain them.



sonalized letter suggesting Evans-Winter-Hebb for postwar printing, a dozen cards reproducing in miniature various printed pieces produced by E-W-H, a vest-pocket booklet illustrating E-W-H departments and services, and a return postcard which the buyer of printing is invited to use in requesting full-size samples adaptable to his own specialized lines.

Short, snappy, to-the-point copy featured all of the items that were included in the mailing.

Device Eliminates Varnish Sticking

Simple gadget for varnish press explained to Boston Craftsmen

by C. A. Merrill, superintendent of private plant of United Drug Company

● IN A TALK RECENTLY made before the Boston Club of Printing House Craftsmen, C. A. Merrill, superintendent of the printing plant of United Drug Company, introduced the following simple method of preventing the sheets of cartons from sticking together during the process of varnishing. Portions of Mr. Merrill's talk follow:

First I shall take up a method devised for handling varnished and solid areas, particularly in relation to carton board.

We have a large sheet carrying a great amount of solid printing area. It may be either ink or varnish. We know from experience that a certain amount of vehicle must be carried if the proper result is to be obtained. The larger the area the greater the amount of vehicle which must be used. These sheets come off the press falling rapidly one on the other. Something must be done so that the film will harden before the descending sheet becomes pressed too closely against the sheet below. When this something is not done, offset or sticking results.

Various methods have been used to prevent this sticking. Perhaps the simplest is laying out the sheets in shallow lifts on racks. This is effective but not practical for large sheets or many impressions. Every pressman knows the trick of building a wooden frame up around the stock into which the sheets slowly descend so that the film will harden sufficiently before increased weight in the pile brings the sheets into close contact.

We have the slip sheet, a method with which you are quite familiar. Between sheets of coated paper, a sheet of kraft or newsprint is interposed. Because the slip sheet is of a rough texture, thousands of air pockets are confined between the printed sheets; thus oxidation proceeds and smut is avoided. If the film is heavy enough and is kissed off on the slip sheet, no harm results unless a sufficient amount is removed to mar the finished surface of the adjacent sheet.

Some fifteen years ago the spray gun was developed. A solution of gum arabic, possibly other gums, was blown through a spray nozzle and dried into millions of micro-

scopic-size particles. These particles held the sheets apart.

Note that each of these methods sought one result—to keep the surfaces apart until the film had sufficient time to oxidize.

Some time ago, we produced a large volume of carton work requiring varnish and I built an overhead drier, approximately forty feet long, in which steam heat was available with a blower fan. I made a device by which the 44- by 64-inch sheets were taken directly from the grippers of the cylinder and carried through this drier. Essentially I had combined the principle of the gas heater and the drying oven of a varnishing machine together with circulating air.

We used this for some time. It proved clumsy to operate but represented the best I could think of. (At this point, may I mention that the process of oxidation takes place with greater rapidity as the temperature increases. This is the reason why gas and electric heaters are used.)

The line of work for which this drier was built ceased and for some time we went back to running small lifts, frequent winding, standing sheets on edge, and other make-shifts, but we did not get the finish we wanted because we couldn't run enough vehicle without getting into trouble.

Four years ago, the company developed the Stag line of products. The sales department had asked for high polish on these cartons. Incidentally, in connection with the application of varnish I have found that it makes a difference as to the type of surface with which we have to work, and this line called for clay-coated board of a good grade but not treated for the application of varnish.

The design was an over-all background so that when processed we

had essentially applied a priming coat onto the coated board. These sheets run 44 by 64 inches and weigh about one pound apiece. I am sure you can visualize the situation we faced when told that nothing but a high-varnish surface would be acceptable. We went ahead and no sooner had we reached the varnish point than I found we were not going to get what the sales department wanted. We had to find some solution.

In the application of varnish we use both electrotypes and linoleum blocks. Probably 95 per cent of our work is run from the linoleum. It is cheaper and the blocks, once made, are cut down from one job to another until they get too small for further use. We make these as follows: We glue a piece of battleship linoleum to a piece of our regular die lumber and thoroughly wash the

It's a Quiz

Answers to the following list of questions have appeared in the pages of *THE INLAND PRINTER* and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 72 of this issue?

By R. Randolph Karch

1. When making a plastic mold in electrotyping the height of type is decreased. True or false?
2. Classified ad type was reduced from 5½-point to 5-point to reduce consumption of paper. Would any revenue from the ads be lost in this change?
3. Why must lithographic procedures and solutions change with the seasons?
4. What causes a rough face on a stereotype?
5. What color and kind of paper is the best for reproduction proofs of type?
6. Explain the term "relative humidity."
7. When fitting copy which is more accurate: word count or character count?
8. Who designed ATF's Goudy Bold type face?

surface with paint remover to get a "bite" for the varnish. Failure to remove this surface means an unsatisfactory result.

On our carton work, we invariably use linoleum and this was on the press when we first discovered our failure. What to do! There we were with 35,000 or 40,000 sheets printed, with a sales department inflexible in its demands for a high polish, and yet when we applied sufficient varnish to get results, all the sheets froze together.

In carton manufacturing, there is a certain amount of waste space, particularly with this type of carton where the design covers all the surface. Somehow or other I got the idea that if I could drill a hole in the linoleum at a spot in the board which was just waste and into that hole push a portion of the sheet, I might create a sizable mechanical bump.

When we drilled the linoleum, our drills rapidly dulled. We then took a circular die about one-half inch in diameter and drove it into the linoleum. This gave us the idea we now use which is an overgrown belt punch. I had this punch made with one-half inch diameter and an inside bevel. My purpose was to produce the perpendicular side for the hole which we punched in the linoleum, thus giving us a clean breaking edge in the waste stock.

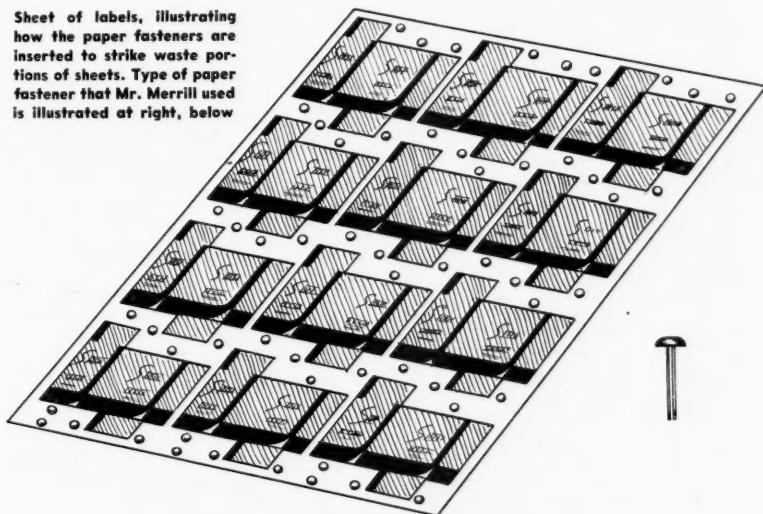
The following problem was how to push the stock through. The first method we tried was a small pellet of leather cemented to the packing. This didn't work. The leather came off as fast as we could stick it on. I then took one of these pellets and pushed a pin through the center. This worked better but was not a success. Then I hit upon the idea we now use—a method which is extremely simple.

I went into my office and from my monthly reports extracted a few paper fasteners. We took the fasteners, bent both prongs over, and in the center of each hole which shows on the packing of the press we punched a one-eighth inch slot. And into that slot we inserted the prongs and when they came to rest, the domed head of the fastener was in the center of the hole. Over the fastener we placed a piece of Scotch tape to further secure it.

When the cylinder revolves, these fasteners punch through the sheet and upset it about one-eighth inch. The only reason we don't upset it more is because the fastener must not be high enough above the cylinder to come in contact with the linoleum when the bed is reversing.

In makeready, we take a strike sheet which shows the position of all cartons and on the lineup table draw a series of lines parallel to the side guide. On those lines we mark where we want the buttons to appear. Lines are necessary because once the fasteners are in position you must be sure to move stripper fingers as well as the guides to clear

Sheet of labels, illustrating how the paper fasteners are inserted to strike waste portions of sheets. Type of paper fastener that Mr. Merrill used is illustrated at right, below



the strips of fasteners which run crosswise to the cylinder. Not to do so will cause them to be torn off the packing.

We next take this sheet which we have marked and with the punch strike through the required places. We now have a template. We take this template, put it in position upside down on the linoleum blocks which have been locked into position in a chase, and strike through the holes in the template. Because the punch is beveled on the inside, the linoleum is compressed and so comes out with the punch and we get a clean-cut hole the depth of the linoleum.

We are now ready to apply the varnish and will detach the jogging mechanism so that it becomes immovable and set the sides one-half inch wider than the sheet. We lift off the front stop to give access to the sheet as it falls from the press. The sheet drops onto the skid. A girl is placed at the delivery end of the machine and she moves the first sheet to the right, the next sheet to the left, and so on, so that the bumps which have been created will not interlock.

At each end of the pile we place a 12-inch fan and drive every possible bit of air through the pile because it is upon oxidation that the process depends. The more air we

can circulate, the more rapidly will oxygen combine with the varnish. We run from 250 to 300 sheets, then on the edges of the skid clamps are placed which hold pieces of pipe about twelve inches high. These are put in position and across the ends of the pipes we place two by fours. Some boards are thrown on and another lift is printed.

One of the problems that we have had in connection with this idea is overcoming the pressman's reluctance to running a lot of varnish. If you want it to shine you must pour it on. On such a sheet as I show you, we run between ten and twelve pounds of varnish per 1,000. As a matter of fact, we run every bit we can up to the point at which it commences to drip through the fountain onto the floor. Obviously, if we didn't have this or some other practical method of separation, we would find a solid mass of board as an end product.

The skid is removed from the machine and if I have a spare fan I have used it at times to continue this acceleration of air through the pile but without it we have run this amount of varnish on this particular job and within two hours from the time it came from the press have been able to process it through the cylinder cutter and creaser because the varnish was hard.

We do not wind these sheets except for the purpose of consolidation of piles to facilitate floor space and you would find, if you examined one of the piles, that the sheets have stuck together wherever the buttons have touched but only on these spots. And obviously this is something we do not worry about because this is waste material.

Dry Offset Process Winning Favor

Original cost of making plate is greater than in regular offset

but process is advantageous for long runs • By Eugene St. John

We have had a method of reproduction turn up in our plant with which we are not familiar, namely dry offset. Can you put us in touch with anyone who can give us information as to how deep it is necessary to etch plates for running color work on such items as can labels?

● PRESUMING that plates .015 inch thick are used, you may etch as deeply as .009 inch or even more, according to the exigencies of the job. We are sending you a list of suppliers who will give you further information about dry offset. This process is as old as regular offset.

Not a few are considering the processes of printing thinner plates on sheet-fed and roll-fed rotary presses, both letterpress and offset. Originally dry offset gained attention in the offset field because of the problem of printing water soluble colors of safety tints. The "high-etch" offset plate is the answer. As it is a specialty, the preparation of the high-etch offset plate is best left to the trade platemaker. However, numerous offset printers make their own high-etch plates.

Whereas the ordinary offset zinc plate is merely rolled and ground, for dry offset a plate polished or buffed as for photoengraving is preferred. It is given a fine grain to serve only as an anchorage for the image.

METHODS OF TRANSFER

The hand transfer first was used but any tested offset method may be used to produce the image on the plate. With an albumin-dichromate coating the plate is exposed under a negative. Better results, however, follow the use of glue- or gum-dichromate, exposed under a positive during the positive-reversal process. After the image is hand transferred or is photographically printed down on the plate, it is rolled up very thoroughly with etcher's black ink, dusted with dragon's blood powder, and baked after excess powder has been dusted off.

The baking from the back must be gradual and watched carefully lest the ink run and form a mess. The ink appears to be a glossy mass when it is heated enough and is an acid resistant. After the plate has cooled, the areas of both face and reverse not to be etched are well painted with asphaltum. When it

has dried, the etching in a rocker-trough may begin.

In painting with the asphaltum an outline is followed about one-fourth inch from the image. When transferring or printing down the image, the gripper edge of the sheet should be one and one-half inches from front edge of plate, allowing one-fourth inch extra surface beyond the edge of the sheet to be etched. Both front and back edges of the plate may be etched irregularly in curved lines repeated every four inches to keep the plate from cracking. The side edges may be etched straight. This will ease the travel of the inking rollers.

ETCHING THE PLATE

In etching a slow or fast mordant may be used, according to the proportion of nitric acid in the aqueous gum arabic solution. The slow etch lasts for about twenty-five minutes, and the fast, about twelve to sixteen minutes. Fresh acid is used with each plate and, unlike the method of etching lithographic stone, the original film of ink is not replaced with a fresh one during the etching. Extreme caution is necessary in etching as the acid fumes are quite dangerous to inhale.

Following the etching the plate is washed off with water under a faucet and quickly dried with newspaper. The asphaltum is removed with turpentine. Finally the plate is given a chromic acid etch, after which it is ready for the press.

The plate should be set absolutely true with the front edge of the cylinder rather than being swung or twisted. Zinc is easily cracked in the thin spots and it must be handled carefully without much strain when drawing up the plate clamps. When the plate is not uniform in thickness after the etching, the varying thicknesses of the blanks and solids will not conform to the cylinder of themselves and must be flattened snugly up against the cylinder. A wooden planer about three by four inches may be made by securing a sheet of sandpaper on the bare cylinder and sanding the planer until it conforms to the curve of the cylinder. After plate has been planed firmly against the cylinder, the back clamps are then tightened to take up the slack.

Because the water system is discarded entirely in dry offset, either the regular composition or synthetic inking rollers may be used. Both are to be set as light as is consistent with capable inking. Start with the one-eighth inch or even less roller mark on plate according to condition of the roller, temperature, and relative humidity. The purpose is to minimize expansion of roller from friction of running and thus allow full color on the image without filling. The composition rollers expand more from friction than synthetic ones but both must be watched and if necessary raised at intervals.

USE MINIMUM PRESSURE

Since in dry offset the printing is from a relief plate, less pressure between plate and blanket is needed except when a full solid plate is to be run. Best results in makeready are obtained with minimum uniform pressure at the start with no thought of a graduated makeready as used on halftones in letterpress or on isolated fine points of type or plates to prevent premature wear.

After the blanket has been leveled to conform to the image, barely enough packing (say a sheet of folio) is added for a squeeze. So that at the end of makeready the plate may be printed dry with two-thousandths inch less squeeze than in regular offset.

TROUBLE IN BLANKS

When trouble occurs from blank parts being inked and thus printing where not wanted, various palliatives are resorted to. In some instances the blanks may be routed. In others it is only necessary to cut away the packing under the blanket (in register) opposite the blanks in plate, thus stopping the smearing by removing pressure. The image may be painted with asphaltum and the blanks be etched deeper in difficult cases. In extreme cases many times the top layer of the blanket is cut away or the form rollers "split."

If plates are etched deeply at the start, from three- or four- to nine-thousandths of an inch deep according to the needs of the image, it is generally possible to avoid a smearing of blanks by cutting away the packing under the blanket opposite the smearing in register. This device long has been used to stop wrinkles and to sidestep bad spots in plates when their removal would be time consuming. It is also possible to print selective parts of a single image in one or more colors by cutting away the packing under the blanket as needed.

The easiest plates to print by dry offset are those with an all-over tint base such as safety tints wherein trouble from shallow blanks is not met. On this work the water soluble inks are used.

For oil varnish vehicle work such as labels an ink between a heavy halftone and heavy job ink works best in dry offset. It must have good body, length, and tack to avoid filling and to print sharp and clean. This applies to single color work.

In the overprinting, the inkmaker should be consulted to obtain the inks best suited to the needs of the work in hand, it being well known that problems of lifting and drying vary with the job. Chances should not be taken lest the job be ruined through poor taking of later colors or drying failure which results in inks taking too long to set on first-down inks, while the varnish sticks the sheets together in a solid block so that the job has to be thrown away.

AVOIDING WEAR

The offset press is precision built and the cylinders must travel in unison with the pitch lines of their gears or premature wear will ensue. After several thousand impressions with the cylinders running off their bearers the plate becomes worn and pitted. The rollers fail to ink these lower spots and the work appears broken. If the plate is pitted all over in spots, the cylinders are not traveling in unison, one or both being overpacked. If the plate is pitted in streaks endwise from the bearer to bearer end, a gear or bearer slip is generally indicated.

WHEN INKS CAUSE PITTING

Abrasive matter in inks or papers may also cause pitting. Such supplies should not be used in dry offset. Pitting of this type, if noticed in time, may be polished out with Scotch stone slips.

When paper not suited for offset is used and lint is picked off it by the blanket, a chemical coating of the blanket may be found helpful. After washing off the blanket with gasoline or benzol, a solution of carbon disulphite is quickly spread over the blanket as uniformly as is possible. After evaporation, if sulphur is left too thick in spots, these will prevent the parts of the blanket beneath them from functioning properly. These spots of excess sulphur may be leveled off by adding pumice powder to the blanket wash and rubbing hard.

Blanket tack often causes picking of coated papers and cards, especially during hot, humid periods of

summer. The carbon disulphite is an effective remedy for this picking.

When running the safety or fugitive type of ink, synthetic rollers are preferred to the composition as they work with less glycerin in the water soluble inks. Through evaporation this ink is inclined to become tacky while running unless glycerin or diethylene glycol is added.

SLIPS OF PAPER THAT CARRY FIGHTING POWER

● Here are bullets of psychological warfare, leaflets dropped to the enemy. At right is a surrender pass which points out the folly of a "glorious death." Below is a New Year's greeting designed to break down "hate feeling" that is a major obstacle to acceptance of propaganda. Leaflet below on right portrays the bombing of a Jap factory and urges workers, for personal safety, to stay away from such military targets. The leaflet is aimed at disrupting production. (OWI Photographs from Acme)



After the ordinary washup before using these water soluble colors, the inking system should be given a second washup with alcohol or benzol. Every effort should be made to maintain favorable relative humidity when working these colors. Otherwise it will be difficult to maintain uniform color because of the changes in moisture content of the air, or by additions of glycerin made necessary by loss of humidity.

Daily the custom of choosing the best process for the job is growing into a habit among shrewd buyers and producers of printing. In this selection of choices very often a compromise is the result, "no rose without its thorn." It is either qual-

half up to three million impressions which surpasses offset deep-etch.

What is the comparative average production? In this respect dry and regular offset are about the same. Probably the dry process has the edge over a period of time, because ordinarily less ink and plate trouble is encountered and there is no plate changing on long runs. U. S. Revenue stamps and a great quantity of work in fugitive or safety ink, especially on very long runs, are produced by dry offset. It is meeting with increasing favor for all long runs on which it may be used to advantage, including labels, multiple billing, and other big jobs of commercial printing.

What's ahead in PRINTING EQUIPMENT?

AN INTERVIEW WITH THOMAS ROY JONES,
PRESIDENT OF AMERICAN TYPE FOUNDERS



THOMAS ROY JONES

● PRINTERS HAVE LEARNED some of the things a war can do to their business. Now they are beginning to realize that peace also has its problems. Mail coming in to THE INLAND PRINTER is filled with queries about the future. There is growing concern over possible developments that might materially affect postwar business.

It is necessary that the questions in the minds of printers be answered definitely and with authority. The matter, therefore, was put up to Thomas Roy Jones, the president of American Type Founders. It was felt that the statements of an official in this representative position would be typical of other manufacturers.

Mr. Jones was very frank in giving answers to our questions. His company has been keenly aware of the problems printers will have to face, and has taken a leading part in helping them to put their houses in order. As one of the principals in the Committee for Economic Development, he is acutely concerned over the present urgent need for more and more practical planning for meeting the country's forthcoming economic and employment requirements.

Question: Are there likely to be any radical changes in V-Day letterpresses?

Answer: I don't believe that presses will be very different from prewar models. There has been no evidence of any real need for radical changes.

One fundamental change may be expected, however. All the press manufacturers are now engaged almost entirely in war production. This has imposed on us higher precision standards and closer tolerances, as well as finer finishes than have been required of printing machinery heretofore. After we go back to civilian production, we are not going to forget these increased skills. Quite naturally they will be reflected in refinements, improvements, and new operating conveniences in postwar presses. But while these may tend to simplify operation and reduce the maintenance,

there should be nothing in them disturbing to the present owners of good presses.

Question: How soon after the war do you think delivery of new presses can be resumed?

Answer: We expect to complete the first units of presses which have been in the greatest demand, five months after the Government releases the necessary materials. From then on, production will proceed at an increasing rate. Other models will join the flow as rapidly as opportunity offers.

There is no way at present of predicting when materials will be released. We could use the information ourselves, very nicely.

It was precisely to relieve this uncertainty that American Type Founders organized its Civilian Priority Delivery Plan. The printer who has such a designated reservation can be assured that his press will arrive at the earliest possible date. He will then not be obliged to neglect his business to hunt for new equipment.

Question: Are you prepared to say how press prices will compare with prewar prices?

Answer: Doubtless there will be some increase; it is too early now to say how much. In nearly every line of business today, materials and labor cost more than they did three years ago. Before the war is over, both of these factors may go still higher.

It is one thing to be able to spread these growing labor costs over the hundreds of thousands of units manufacturers in some lines produce, and quite another thing to absorb them in the price of a piece of precision machinery such as a printing press. Probably, the prices of new presses will increase 25 to 40 per cent.

On the other hand, the printer can amortize his investment over a long period of time, and will find some offsetting compensation in the increased prices at which he can sell his own services. I am confident that any necessary rise in the prices of presses will not be out of line with the costs of other goods or the cost of living in our postwar national economy.

Question: Do you foresee a large used-press market after the war?

Answer: Market, yes! Used presses, no! In view of the fact that no presses have been made for the last three or four years, and that the manufacturers probably will not be able to catch up with the demand for at least three years, any used press available will be snapped up quickly. But few who own presses will be willing to let go of them.

This shortage of equipment further points up the need for immediate planning. The printer who reserves now for earliest possible delivery the presses he will need is taking the best means of avoiding a serious business handicap.

Question: Have you noticed any very marked tendency toward offset at the expense of letterpress?

Answer: Reservations for new presses have been 60 per cent for letterpress, 40 per cent for offset. All of them have come from letterpress shops. Figures we have indicate that the increase in offset is due to the over-all growth of the printing business, and has not been at the expense of letterpress.

Both processes are growing side by side in the same shops, and the addition of offset equipment has frequently helped a printer to create more letterpress business. Without question, the printing plant of the future will have to be a well balanced shop, offering the advantages of both the letterpress and offset processes.

Question: Offset is still a relatively young process. Is a policy of waiting for possible improvements before buying equipment justified?

Answer: No, certainly not! If a printer's analysis of his market shows him it would be advantageous to add offset presses, I know of nothing to warrant his waiting. The efficiency, quality of work, and over-all adequacy of present offset presses have established them on a firm basis.

The greatest improvements will be in platemaking. Our complete offset equipment has been used to serve the Armed Forces on every fighting front. This experience has shown the need for a simplified procedure with more compact units. We already have designed a new camera and a platemaker that combines several operations in one unit.

Question: What general policy should be followed by printers in the postwar period?

Answer: The most important problem facing printers today is to put their businesses on a more business-like basis. There has been heretofore more emphasis placed on being good craftsmen than on being good business men. Of course, craftsmanship is essential, but the first requirement of the head of any business is to know where it stands with relation to its logical market. By and large, printers have overlooked this.

This outmoded thinking must be changed if the printing industry is to prosper. And the welfare of all business the country over depends very largely on the progress of the printing industry. Printers must put themselves in a position to know where their business is going to continue to come from and must make the proper decisions beforehand to assure their ability to continue to serve their customers adequately.

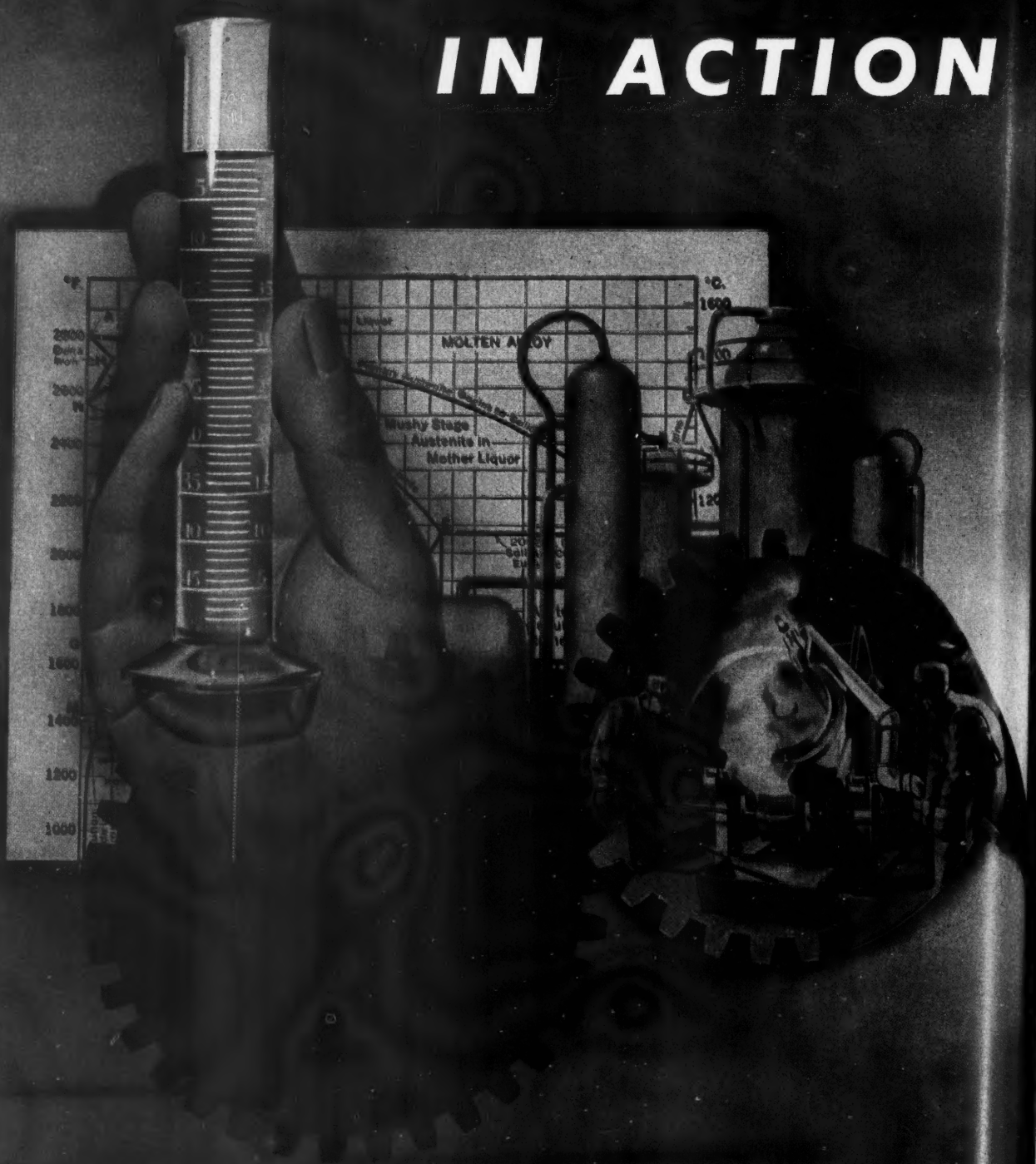
Systematic planning and the making of proper decisions in advance of the need are the most imperative tasks for printers today. For those who perform them correctly, there will be a fine harvest for many years to come. Those who neglect these tasks, and fail to prepare themselves now to serve their communities, will find that someone more progressive will be taking advantage of the opportunity, perhaps in a shop just across the street.

THE
Capehart
COLLECTION



● The Capehart Division of the Farnsworth Television and Radio Corporation, Fort Wayne, Indiana, has built its truly distinguished advertisements around visual interpretations by the world's outstanding painters of the world's most enchanting music. This is "From the New World Symphony" by Antonin Dvorak, interpreted for the Capehart collection by the artist Peter Hurd. Lithographed facsimiles in six colors and printed four-color reproductions of the original paintings are made available to music and art lovers. The series is prepared by N. W. Ayer & Son, the Philadelphia agency

IN ACTION



BATTELLE MEMORIAL INSTITUTE - COLUMBUS, OHIO

Breathing the power of modern industry, this is cover of booklet promoting activities of Battelle Memorial Institute, Columbus, Ohio.

The booklet, which presents history and aims of the Institute, was prepared and printed by William E. Rudge's Sons, New York City.

"Scoreboard" Reveals Popularity Trends in Type Faces

● "THE TYPOGRAPHIC SCOREBOARD" has appeared in *THE INLAND PRINTER* since June, 1929, reporting the popularity of various type faces by tabulating their use in advertisements in leading general magazines.

To determine the trend in the use of certain faces a study was made recently of those "Scoreboard" panels in which issues of *The Saturday Evening Post* were analyzed. The graphs below indicate the results.

Garamond has consistently maintained a higher level than the other faces, although there has been a

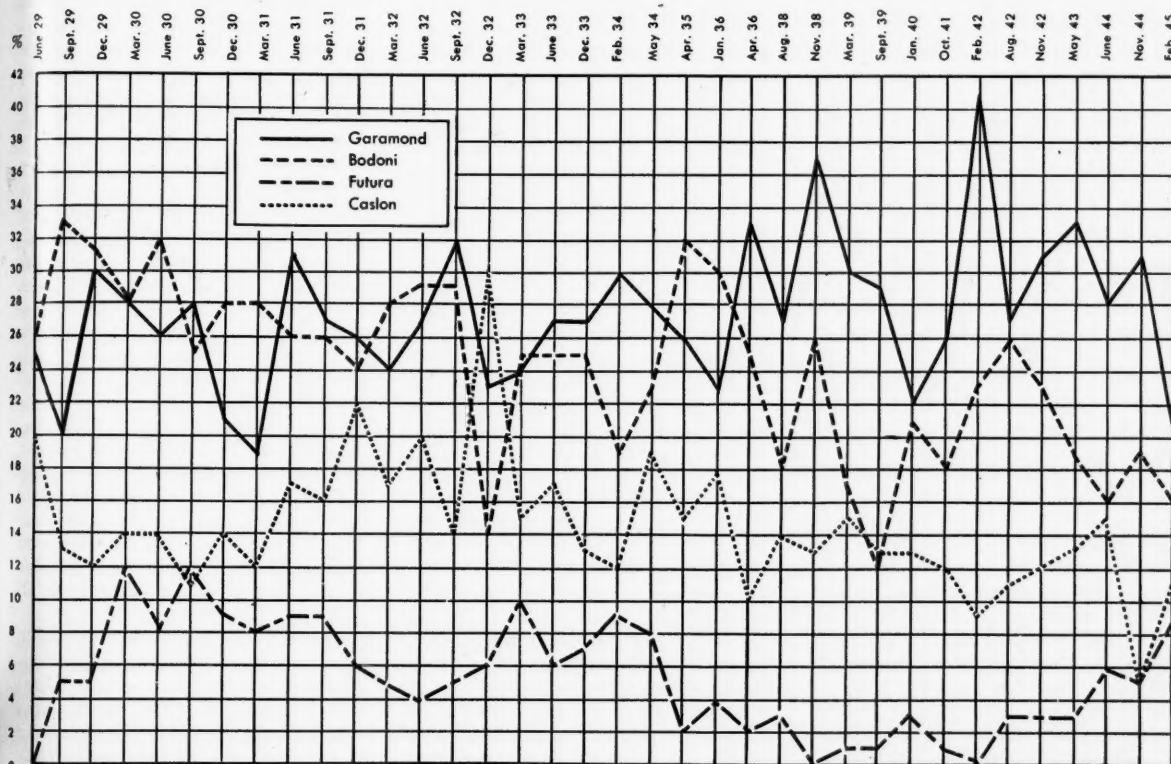
slight downward trend since the peak was reached in February, 1942, when it was used in 41 per cent of the ads considered, and Bodoni also seems to be decreasing in popularity. Futura, after "scraping the bottom of the barrel" is on the upgrade, and the same is true of Century. Baskerville, Bookman, and the Gothics have remained at practically the same low levels.

In the early years the graphs indicate a struggle for first place between a traditional and a modern type face, with the traditional (Gara-

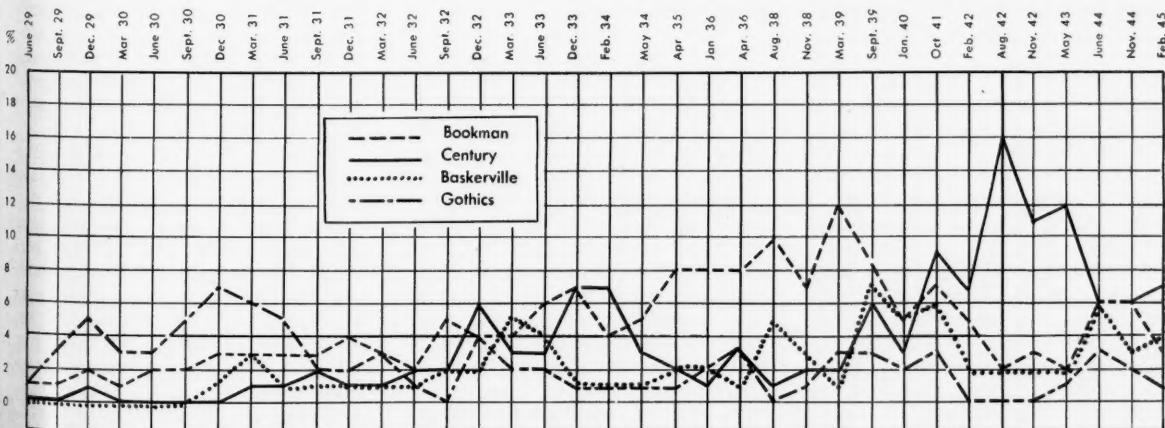
mond) finally taking a decided lead. On the other hand, another traditional face (Caslon) shows a marked downward trend following its period of great popularity.

The trends were shown on two graphs for easier comprehension, but if Century were indicated on the larger graph it would rank somewhere between Futura and Caslon in recent tabulations.

The "Scoreboard" panels analyzing *Vogue* have not been incorporated, their effect on popular typographic trends being indirect.



Garamond, the traditional face, and Bodoni, the modern, stay on a consistently higher level of use than others, with old standby Caslon showing a decline



For simplification the eight faces leading in popularity have been shown in two graphs. This one indicates the slow but steadily increasing rise of Century

Bible Is a Proofreading Problem

Achieving the best spacing, word division, and spelling in new

editions of the Good Book requires study • By Edward N. Teall

● THERE ARE MANY ways of reading the Bible. I just saw a piece in a New York newspaper that told of one old fellow who had read the Good Book through seventy-three times. That figured about once for each year of his life. To me, speaking without irreverent intent, that seems to be a bee-in-a-tar-barrel job. If you don't get it all the first time, I don't think you will on the seventy-third. But I bet you that old boy could quote Scripture to fit any occasion!

Some folks have read the Bible through, from cover to cover, and felt that the job—for that's what it is!—made them somehow virtuous. Some, in a tight fix, like to open the Good Book at random, stick a pin into a page—and hope to find guidance and inspiration in the verse thus hit upon. I myself prefer to read the Bible with somewhat more judgment.

When I was of very tender years, I had a friend equally undried behind the ears who was horror-stricken when I spoke of the earth as millions of years old. He said, "It is 4,004 years old, plus 1896." I said, "How do you make that out?" He said, "The earth was created 4,004 years before Christ." And I said, "Where do you get that?" And he told me (God bless him—I don't know whether he is still living or not) "It's in the Bible. The earth was created in the year Four Thousand and Four before Christ."

Well—that's *in the margin* of the King James version, the authorized version. It's right there alongside the beginning of the first chapter of Genesis, the Book of the Beginnings. But—it's there, not by Divine dictation but as a part of what even learned men thought in the reign of "the Most High and Mighty Prince, James, by the Grace of God, King of Great Britain, France, and Ireland, Defender of the Faith, etc." And that version is dated in 1611—three centuries, three decades, and four years ago!

My young friend, in his kiddish know-it-allness, wiped out almost 350 years of God-directed human progress in science. He very blithely erased geology; he cancelled all the deep studies of this planet and the universe, he ignorantly and innocently went dead against the good

Lord's own slow revelations. He thought the English translation of a Hebrew word into "day" meant a period of twenty-four hours, rather than an age of Earth's history. He was not reading the Bible—he was reading the marginal notes. His way of "reading the Bible" was not a very good way.

Then, there are those who read the Bible for evil purposes—to find passages supporting atheistic and utterly unholy ideas. Again, as a youngster, I heard one of these mockers pronounce his horrible blasphemies—actually, at the very door of the sacred edifice where we kids were gathered, waiting there for Sunday School time. To me the shock was nothing less than devastating; I had never heard anything like it, had never known or suspected that there were people who thought such things.

Had I given faith to his words, it would have undermined all of the teachings of my childhood in an American home and school. Thank Heaven, in this war-torn world, that America holds fast to the faith of its Founders in national cleanliness, the root soil of national courage in the tough battles for civilized decency!

There are, finally, those who read the Bible in an ecstasy of goodness which is perhaps not good enough to have vigor and vitality in this human setting.—And with that observation (which will offend only those, if any, whose reaction will sustain the implication), the sermon ends and the technical edification (I trust) of the I.P.'s family of printer folk begins.

What particularly interests us of this little World of Print at this moment is the matter of preparing an edition of the Bible for the press. Editor and proofreader have special challenges to meet: the pages MUST reproduce the authorized text ("authorized" with small "a" here!) with precision and exactness; there can be no verbal adjustments for the sake of spacing—each sentence must go as is, every comma is imperative. You cannot use a synonym for a text word in order to make or save a line.

The principal problems are these: *spacing; division of words; spell-*

ings; and if the pronunciations are given in the text, exact and understandable indication of the letter sounds and syllable stress.

Spacing and division are less accurately to be thought of as two problems than as two parts of one problem, so closely are they related, each to the other. One constantly recurring situation is that of the tight line followed by a loose line, or, in reverse, an open line followed by a closely spaced line. Suppose the proofreader gets a break, and the end-of-the-line words are short enough to permit some juggling back and forth; ninety-nine times in a hundred, a shifting of these seemingly helpful little words will do nothing whatever but reverse the starting order of tightness and looseness. Instead of having tight-line-loose-line you now have loose-line-tight-line.

Sometimes there is an advantage in such reversal; you may like to start a verse with an open line, and have the other lines carry the fullness; or you may like to have the end of the verse more or less loose in its typography. But as a rule such changes in spacing simply get you nowhere; they cost money, and produce only a vexatious sense of futility.

Word-division is particularly interesting to the Bible proofreader. Experience in Bible reading convinces me that it is better to avoid rigid rulings and (for example) divide *father* now *fa'ther*, and again *fath'er*. So too with such similar words as *mother*, *brethren*, which come up quite frequently.

That is to say, I myself would rather divide with seeming inconsistency, in order to get neat lines; yes, I would put the mechanical consideration of good spacing ahead of the editorial ideal of uniformity in style. The reader who doesn't notice fine points of style consistency does notice irregularity in line spacing—now wide open, now crammed tight. He doesn't care about phonemes—he has probably never heard of such things; but he does like smooth, legible typing.

In the matter of spelling some latitude is allowable for the editor and proofreader. *Neighbour* is a familiar form to Bible readers, and may be retained; but *vail* for *veil* would be confusing to the modern reader. The early compounding is also acceptable; the present fashion would call for *threshing floor*, but the clergymen of 1611 preferred the solid form, *threshingfloor*, *stonesquarers*, and all the likes of that—and in fact such forms do seem to

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add a piquant spicing of unordi-
narieness. (If you don't agree, please
step right up to the platform and
tell Teacher why. Yes, I know the
"modern" Bibles are good, and are
well liked by hosts of readers; but
right here and now we are specially
considering only reproduction of the
older texts.)

The matter of accents in proper
names is interesting. Modern schol-
arship seems to have worked out
some changes in the old, familiar
"pronouns." Are we to say *ik'a-bod*,
with short *i*, or *ī'ka-bod*, with long
i? *Am'a-sa*, or *a-mā'sa*? *Sī'nā*, or
sī'nī—or yet again, *sī'nā-i*? It is to
be noted that when we change an
accented vowel from short or long
to long or short we must also change
the syllabication, or division of the
word. That fact is frequently either
overlooked or disregarded, but it
is important in the proofreader's
"scheme of things."

Space runs out fast. These are
simply a few suggestions for Bible
proofreaders. They will serve, how-
ever, to show how an alert proof-
reader, even though he have no
scholarship in Hebrew, can stand
by and give the editor invaluable
assistance by means of intelligent
querying. He can direct the editor's
attention to many important points
to which it appears proofreaders are
more widely awake than are (most)
editors who have the final say.

★ ★

"It's the Little Things . . ."

It is now revealed as a scientific
fact that little acts of friendship
lead to extra sales. Ketchum, Mac-
Leod & Grove, Pittsburgh advertis-
ing agency, reports that in a recent
market research study made to find
out in which stores women prefer to
buy their kitchen appliances, 71 per
cent of the women buying from a
certain store said they would return
to this store in the future for other
purchases.

This percentage appeared so high
in contrast with other stores that
researchers went out of their way
to check the reasons for this store's
popularity. It was discovered that
the dealer made a practice of know-
ing his customers personally and
remembering their birthdays and
anniversaries with cards and small
presents.

Many salesmen of insurance and
other services have been using this
method successfully for years. Sug-
gest to your local dealers that they
adopt the practice. In fact, it would
pay you to work up stock cards, or a
special series for each dealer you
think might be interested.

Boy, Page E. N. Teall and His Proofroom Etymologists!

● A NEW typographic term has been coined
by Mrs. Harriett Mae Judd, secretary of the
Atlanta Master Printers Club. It is "reverted
pyramid," and Mrs. Judd used it in her de-
scription of the method of handling the list of
officers' names on the club's 1945 letterhead.

This letterhead was criticized in "Speci-
men Review" for April, and J. L. Frazier,
the reviewer, allowed himself the rare luxury
of a wee bit of ribbing. Along with this
ribbing, he passed out some sound advice
about comparative effectiveness of the typo-
graphical pyramids—basic and inverted.

The item stirred up a bit of friendly
controversy among Mrs. Judd; Richard N.
McArthur, Atlanta printer who designed the
letterhead; and Editor Frazier as to methods
of improving a printed piece when the copy
cannot possibly be crammed into a well-
balanced layout. Read the testimony:

Says Mr. McArthur: "I've been razed
considerably over your paragraph concern-
ing my 'Egyptian pyramid' in that letter-
head. As an injured subscriber, I ask space
to state my reasons for doing it that way.

"The top letterhead is the basic design
and this, I believe, you will approve as well-
balanced. The second one, with the list of
officers, was to provide some stationery for
use by these officers. To have placed the
'honorary life president' in a separate cate-
gory would have necessitated relocating
other parts of the design. I could not very
well place this honorary officer at the top of
the list, to make an inverted pyramid, or
choose the even more shapely effect that
placing this longest line a little above center
would have given. Reason: the real officers
would have objected, without a doubt.

"Sorry I could not find available a smaller
size of this face. I preferred this Dwiggins
Linotype face because it matches the shape
of the key line of 18-point Orplid caps. I
always use the Linotype when possible for
jobs like this that have to be kept standing
for re-run, rather than tie up our foundry
type. Anyway, we hadn't the just right
foundry face—and with so much letter-
spacing our hand time would have been
hard to take as against the machine rate.

"I'd much rather have you find fault with
my typography than with my creative genius
(!) as an advertising man. Here you have a

specimen of the advertising mind at work
in two items of the design. First, because it
is the Scotch way to have a battle cry or
slogan, I placed the 'Since 1894' in a bulls-
eye. Second, 'The Association of the Atlanta
Graphic Arts Industry' takes in the asso-
ciate members—who are not clearly shown
to be included by the name of the club.

"Another Scotch economy touch is in the
five-line bullseye, which is not a piece of
artwork and a zinc etching but a cap O from
our font of 60-point Prisma. Same in 36-
point for the envelope, which is not so bad,
do you think? Very simple, matching the
letterhead, without copying it in an abject,
uninteresting way—conforming in shape to
the paper area, a little more margin at the
left than at the top.

"Old friend of mine, don't think that I
resent your kindly comment on my seem-
ingly careless typography. I got my first
interest in typography from the 'Specimen
Review' columns of THE INLAND PRINTER
and I try to keep on learning from the same
source."

"This personal letterhead of mine is much
better balanced than the regular club letter-
head," wrote Mrs. Judd, "but we had all
those officers' names to put on the regular
letterhead and the 6-point type was the
smallest available. There was also a very
good reason for our reverted pyramid. This
honorary life president we have has a long
title and a long name. I'm to blame for the
long line at the bottom, not Mr. Mac.

"I don't know, but I don't think there is
any such thing as a 'reverted pyramid' but
you'll know what I mean. I'm sorry but we
have to have all these officers on our letter-
head. When the date is written on the
opposite side from these names, it evens up
the weight a bit. Mr. Mac argued with me
about all these names but I said 'Let's not
be hide-bound, let's venture out a little.'
So 'out' we ventured.

"In spite of the criticism, I still think I
have the best designer and typographer in
the country and I'm not at all disturbed
about your ideas of design. They are good
and I agree with you but when you have a
thing to do as I had with all these darned
names, you just do the best you can and
let it ride."



Left: Basic design used by Atlanta Master Printers Club for 1945 letterhead. As Mr. McArthur says, this design is well-balanced. At right is the letterhead with "reverted pyramid." Date has been typed in position which helps to balance the type groups. At bottom is matching envelope.

OFFSET

Operating the Photo-Composing Machine

By R. Ernest Beadie

THE PHOTO-COMPOSING, or step-and-repeat machine as some prefer to call it, is one of the chief factors responsible for the rapid advancement of offset during the past twenty years. The principle could have been and to some extent was applied also to the letterpress industry. However, its potentialities have never been fully explored by that branch.

Over a considerable period of time there have been in use both horizontal and vertical models of the photo-composing machine. In all machines of this nature the principles and functions are identical and it is only in the individual company's interpretation and application of details that there is any difference. Structurally, therefore, there are differences.

Platemaking by means of a step-and-repeat machine is the production mechanically of plates for the press. The procedure of preparing these plates was at one time exclusively a manual operation. Certain aspects of the mechanical production are based on predetermined calculations as to layout and position. Without this predetermination, all the mechanical advantages would be wasted effort.

OPERATOR MUST BE EXPERIENCED

It is just as true today as it was twenty years ago that there is no substitute for experience; therefore, unless the operator of mechanical platemaking equipment has a thorough grasp of lithography's basic principles, he is going to be working under a terrific handicap when he tries to reproduce in multiple an artist's or engraver's original. Most frequent cause of trouble in photo-mechanical platemaking can be directly traced to a lack of knowledge of the principles involved.

"Photo mechanical," is a phrase which should be easily understood, but a great many operators do not fully grasp the significance of such terminology and are considerably

discouraged to discover that even though they have gone through the operations as prescribed in the formula and instruction charts the results are not as promised. Just as in the case of paper stock, atmospheric and temperature conditions have a considerable bearing on the results achieved. Formulas that give perfect results and satisfaction under certain conditions will, under the same set of circumstances in another locality, produce an entirely adverse reaction. It is equally true that even in the same location but on different days, or even at a different hour on the same day, identical results will not be attained.

THE SCHOOL OF HARD KNOCKS

So many factors can be the cause of error that only over a long period of time will it be found possible to build up a series of recorded experiences which can be safely taken for a guide toward any degree of standardization of methods or practices. True, the manufacturers of materials for use in photo-mechanical platemaking have, in an effort at standardization, produced materials which are to a considerable extent static and dependable, but invariably it will be found necessary to modify and improvise in order to make dependable plates.

Laboratory tests are never the same as actual working conditions. Staffs in all these research departments are sympathetic in their approach to any problem, but in the average plant the production is the main theme. Unless plates and the materials with which they are made can stand up to very "rough and ready" treatment they will speedily be condemned as impractical.

In order to give the required service, the photo-composing machines must be mechanically perfect in construction and operation. They must be of extremely rugged structure, flexible, simple to understand and operate, economical of space, materials, power, and time. In fact,

considering the lack of experience of some of the personnel who will be permitted to work them, they should also be able to think. The manufacturers evidently had all of these factors in mind when they produced the present day models, for they will do just about everything required, if intelligently employed, but think.

Mechanically, the operation in the making of plates on this piece of equipment is the moving of the negative or positive which has been positioned centrally on the negative holder into position for printing on the plate. The progress of the negative holder in predetermined steps, by means of small motors, is recorded on vernier dials and drums. When the negative or the positive reaches the proper position it is locked into place and the plate is exposed by means of actinic rays from the arc lamp.

The light-sensitive coating on the plate records the effect of the actinic rays and forms the printing image, either on this material or, as in the case of exposure made through a positive, creates the stencil which permits deep-etching the printing image.

CAREFUL PLANNING

As has been stated previously, all of the movements to the successive positions desired have been predetermined. This is accomplished by means of the layout, which preferably should be made actual size. Careful measurement of distances from centers both ways of subject having been recorded, it is quite a simple matter, through the medium of decimal calculations and recordings, to indicate on this layout the positions to which the negative or positive holder must be moved.

This cover moves both horizontally and vertically. Understanding of all calculations and movements, and their recording on the layout, must be mutually agreed upon and understood both by the maker of

must be mutually agreed upon and understood both by the maker of the layout and the machine operator. In the smaller plants these two functions are usually performed by a single person. Nevertheless, great care should be exercised in the preparation and interpretation of the layout even though the same person handles the two operations—mistakes are costly.

Layouts that are efficient enough should be quite comfortably within the scope of any experienced hand transferer. In fact it is advisable that all photo-composing machine operations be under the direct supervision of former hand transfer men and the machines may even be operated by them.

EXPERIENCE IS TIME-SAVING

The reasons for this statement should by this stage be obvious, and the statement is made without bias, taking full cognizance of the possible contradiction of this premise by manufacturers. While the photo-composing machine is quite simple in construction and simple to understand and operate, that is only the smallest detail that is required in the making of consistently usable press plates.

Exposure time, as applied to arc lamps, is one of the vital factors in all photo mechanical platemaking. This is one operation which, though automatic as related to the photo-composing machine, can only be arrived at conclusively through value determination compared to subject being reproduced. Over-exposure in the case of negatives will give too strong a print in comparison with the original subject, while under-exposure will not sufficiently harden the light-sensitive material. In the albumin (or surface image type of plate) this material is actually the printing image.

EXPOSURE MUST BE RIGHT

In the deep-etch process, over-exposure will result in an image which will be too sharp, because of the fact that light rays from the arc lamp will tend to bend around edges of the image on the positive. This sharpness is also due to the thin film of light-sensitive material on the plate surface being a few thousandths of an inch in depth; and its being also very sensitive to actinic rays.

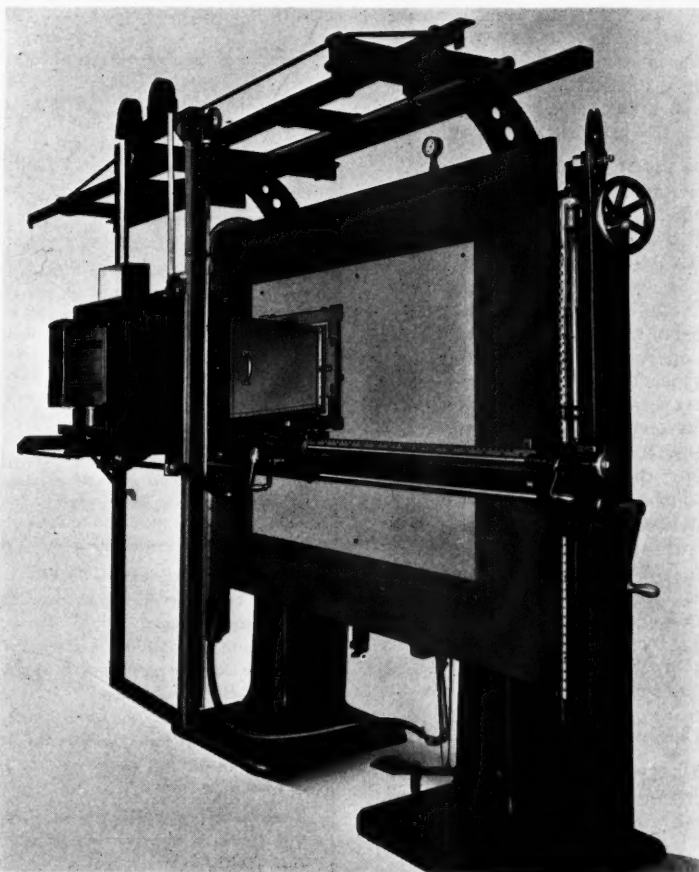
Under-exposure on this type of plate will also result in imperfect hardening action, but in this instance such lack of hardening will produce a very dirty plate (not a too-weak image as in the case of the albumin type of plate) because

of the dissolving action of the solutions used in the deep-etch method. These will too readily attack a stencil which has not had sufficient light action, laying bare the actual metal which then will receive, in the subsequent steps of the process, materials of a quite greasy nature which will adhere in non-printing areas.

Exposure time on the photo-composed plate will be governed by at-

small quantities of moisture always being present in the atmosphere, a compensation for this physical change in the component particles of the materials used in coating will demand slightly longer exposures toward the latter part of this printing operation.

Care must be exercised that too long a period is not required for this operation, because a plate which



A vertical type photo-composing machine, the Mootype-Huebner, which is typical of modern, precision-built machines. Horizontal models of this "machine that almost thinks" are also built

atmospheric and humidity conditions to a much greater extent than is true when the printing frame is the medium being used. This is true because the time element is usually exerting a greater influence on the light-sensitive coating. Plates made in a photo-composing machine are sometimes kept in process for quite a period of time. It is reasonable to suppose that over a period of hours the atmospheric conditions will vary (unless the department or plant is air-conditioned).

This condition will necessitate a slight modification of the exposure time as the duration of processing lengthens. Light-sensitive coatings being of a hygroscopic nature and

has been overlong in this processing step will respond sluggishly to the next operation, which is the developing. Should too concentrated or extended developing prove necessary, the same results will occur as in the case of under-exposure. The coating will soften and so become more susceptible to the action of the developing solution, thus exposing to all the subsequent steps the intended non-printing areas of the plate's surface.

Considerable controversy has periodically taken place relative to the desirable treatment of the offset plate's grained surface in order to insure that a successful printing plate will result, particularly in the

making or albumin plates. Over a wide territory and extended period of time the following technique has resulted in a fairly representative constancy and in uniformly suitable plates.

All plates intended for use in this type of processing should be segregated and not used for any other medium of platemaking. The plates should be gummed in immediately on their removal from the washing trough after having been grained. They should have a fine mat grain but it must also be of sufficient depth to retain the necessary moisture to preserve a proper balance during the printing operation.

SCRUB BEFORE COUNTER-ETCHING

The plate should be thoroughly washed on its first step in platemaking. It should then be scrubbed with a stiff-bristled brush and a solution of commercial borax and water in the proportions of ten ounces of borax to a gallon of water. This operation should be continued for at least two full minutes.

Next wash off the plate by means of a strong stream of water, draining slightly, then flow on a counter-etching solution composed of one ounce of hydrochloric acid to a gallon of water. Use a portion adequate to cover all the parts of the plate's surface. Scrub again with a bristle brush for at least two minutes, using a different brush than was employed in scrubbing with the borax solution. Next pre-etch the plate's surface with a mild etch of a bichromate and phosphoric acid with gum arabic solution.

NEXT STEP IS WHIRLING

Having filtered the coating solution in the interval of this operation of cleaning and counter-etching, place the plate in the whirler, taking precautions that no spots on it have been permitted to become dry during the period of its preparation. Whirl off the excess water and coat at a speed of no more than forty revolutions per minute. Stop whirling when pouring of coating has been completed and examine coating carefully.

If all appears satisfactory, start whirling again, gradually increasing speed until sixty revolutions per minute has been attained. Apply mild heat, close cover of whirler and allow about twenty minutes for the completion of whirling operation. Under normal conditions this should be ample time for drying. However, if plate does not appear in a satisfactorily dry state at the expiration of this time, adjust whirling time accordingly.

This is another operation which will be governed more or less by the local conditions. The method of pouring the coating on the plates is optional. Use that system which gives best results. Pouring all coating in a pool at the center of the plate has given quite satisfactory coatings in most instances.

Development of the two types of plates commonly in use is another operation which is subject to local conditions. No hard and fast rules

tions and what would be an entirely satisfactory procedure one day definitely failed the next day.

IMPROVISE A REMEDY

Bicarbonate of soda and water solutions in the proportions of six ounces of soda to a gallon of water have proved beneficial in an almost hopeless contingency on more than one occasion. The advantage of the whole chemical set-up of offset is that if one element won't do the job the experienced technician can always find some other element that will do the trick.

Patience is a virtue which every offset lithographer will do well to cultivate to the fullest degree. Strict adherence to formulas in the preparation of the numerous solutions used in this chemical process is a rule which should never be ignored.

On the other hand, never have a closed mind. Do not suppose that any degree of infallibility exists regarding the process; something new is always being propounded. Just recently after many years it was learned that the use of anhydrous alcohol in the making of deep-etch plates was not the "must" it had previously been supposed to be.

WATCH DEVELOPMENTS CAREFULLY

Great strides will be made in the offset field in the postwar period which is rapidly approaching. Those operating or planning to operate offset plants must be on their toes both mentally and productively if they are to take full advantage of the forthcoming developments.

The constructive or the structural characteristics of the photo-composing machine are more readily appreciated by a visual inspection than by any written word. It is highly probable that all readers of this material have already seen the machine in all the various models. However, in the event that some have not had that experience, it is recommended that instead of just reading about it they address the manufacturers of offset platemaking equipment, for illustrative literature and for information. These manufacturers will be very pleased to cooperate.

★ ★

Sticker Says "Thanks"

Harry A. Carr, a New York City insurance advisor, finds a "thanks" sticker useful and time-saving in correspondence. The sticker is a 1½-inch circle, bright yellow, on which a beaming face and the word "thanks" are printed in black.

A similar sticker should make a good stock item.

YOU vs.



Somewhere there is a home-front Jap who is pitted personally against you in this war. And you can bet that Jap is saving the critical materials for all he's worth. Especially paper . . . because paper is today the very stuff of war. It makes or wraps over 700,000 items our Armed Forces are using right now to blast their way to Tokyo. The Pacific war is calling for vast quantities of paper packaging to protect our vital supplies against the long sea journey, heat, cold, moisture, contamination, and hazards of storage. So won't you do this . . . ?

★ Share this magazine with others. (Fewer are being printed because of the paper shortage.)

★ Be sure that the last reader turns it in for salvage, unless it is to be preserved for reference.

★ Look around in your cellar, attic, and storerooms for those bundles of magazines you don't need any more . . . and turn them in!

If you really want to help win the war in a hurry, this is a simple way to do it!

govern. What seems to give major service in one shop or locality quite frequently does not do so in others.

There are numerous developing inks being marketed by reputable equipment and supply houses which must give satisfactory results when used or the manufacturers will hear about it and make the adjustments where indicated. Our experience has proved that some of these developing inks will not stand the action of ammonium hydroxide solutions, while in the case of others only this type of solution will finally clear up the image.

Recently it was established that under certain conditions of time and of geographical location some characteristics of this developing ink problem assumed new propor-

A CASUALTY CONVERTED INTO AN OPPORTUNITY

~~ANNUAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN~~

~~CANCELLED BECAUSE OF THE WAR~~

~~The industry's largest convention will be reduced to a business meeting of about 50 members, to be held in Columbus, Ohio, August 6 and 7.~~

THE INLAND PRINTER'S AUGUST CONVENTION IN PRINT



Everything but the handshake of a normal Craftsmen Convention will be included in THE INLAND PRINTER'S big August Convention-in-Print. All the educational features will be combined in a unique Clinic section, discussing all important problems facing the industry today. An album section will introduce the leaders of all local clubs and will exchange local news notes. A telegraphic report of the abbreviated business sessions will announce new officers and organizational changes.

in **3** BIG PARTS

CRAFTSMEN ALBUM

Portraits of the 71 local club presidents. News of local club accomplishments.

Personalities involved guarantee extreme interest of every Craftsman—many requests for extra copies last year.

An original and exclusive INLAND PRINTER annual feature—all new and up-to-date for 1945.

CRAFTSMEN CLINICS

Forum-style clinics on craftsmanship and technical problems. Held by craftsmen leaders in experience and progressiveness. Authoritative discussions of:

- ★ Management Problems
- ★ New Production Techniques
- ★ Typography
- ★ Offset
- ★ Presswork
- ★ Engraving

The profit-making information that would normally have come in convention clinics—in printed, permanent form for ready reference.

TELEGRAPHIC REPORT of Columbus Meeting

Complete details of business meeting at Columbus, August 6th and 7th. Photos of new officers. Organizational changes (which promise to be of considerable importance).

All the business discussions in a first-hand complete report by THE INLAND PRINTER editors—flushed while it's hot, to an interested I.P. audience.

I.P. BREVITIES



Stray items about the trade and the men who make it. Bits of information collected and set down here for your edification and pleasure. Edited by H. V. DOWNING

● TO THE LIST of boys who won't be coming back has been added the name of Pvt. George Ottmar Mergenthaler. The 24-year-old grandson of Ottmar Mergenthaler, inventor of the linotype, was officially reported missing at the Christmas season. Recently his parents, Mr. and Mrs. Herman C. Mergenthaler of Rye, New York, received word that he had died in action in Luxembourg.

● AT THE DAWN of the twenty-first century a "time capsule" will be opened at Monrovia, California. It contains important civic documents and the World War II record of all servicemen from the community. All the documents are inscribed on Byron Weston Company's Linen Record.

A granite stone honoring the founder and first mayor of Monrovia, William N. Monroe, marks the vault.

● "TAINT what you do—it's the way that you do it!"

A printer in Battle Creek, Michigan, says he has a proofreader who has cost him less than \$5 in errors in almost two years.

And on the other hand, a Chicagoan turned out a book that "would have been a valuable reference book but for 650 typos on its 600 pages."

That breaks the record both ways!

● EDITOR & PUBLISHER points out that there is not necessarily a relationship between intelligence and ability to read.

Take the columnist Howard Vincent O'Brien, for example. He's a Yale graduate and one of the best read men on the staff of the *Chicago Daily News*.

Mr. O'Brien recently took a test. He came out with the label "9th grade reading ability."

● OUT OF THE South Pacific, Edward Stern & Company received a letter from Hyman Stern, Printer 1/c:

"I saw in our house magazine that all departments at Stern went over the top with their War Bonds. As a tribute to your splendid efforts, I wrote on one of our 1000-pound bombs that was all set for the target:

"Best Wishes from the Edward Stern Gang. May this blow you all to H--!"

"Never before did the Stern name go off with such a bang. Keep up your end, while we drop ours at this end."

● HAVE YOU been keeping up with the asbestos situation?

Asbestos paper as thin as cigarette paper is now being made. But while it would team appropriately with wartime tobacco, that isn't its purpose.

Book papers of heavier gages, that are said to have excellent printing surfaces, will eventually be available for keeping permanent records that will never burn, disintegrate, or fade. Fireproof packaging papers also become a possibility.

● GILDING THE LILY, we call it! But it's awful nice gilding.

Edward Stern and Company, Philadelphia, believes in encouraging all of

its budding authors. When any employee writes an article which rates a by-line in any trade publication, he or she receives a \$25 War Bond from Stern.

This practice was established by the progressive Philadelphia printer to encourage employees to find better methods of performing their jobs, and to share that knowledge with others, thus benefiting the entire industry.

● HAVE YOU SEEN Hig's book of verse? It's light and witty, but it's man stuff, which means that it has a zestful touch of rowdiness.

"Hig," of course, is H. J. Higdon, the advertising manager of Phoenix Metal Cap Company and editor of its distinguished industrial publication, *Phoenix Flame*. He had many requests for duplicates of poems originally written for friends in service.

So now the poems are in two editions, one at 50¢ for overseas mailing.

Both are illustrated by Elmer Jacobs, and are typical examples of the work turned out by Higdon and Jacobs.

● FROM FLAX FIELDS, not from the forests, came the paper on which Standard Oil Company (New Jersey) printed its 1944 annual report.

Designed by Franz Hess and Walter Huxley, with the typography by Huxley House, this first annual report on air-weight flax paper was printed at high speed by Arrow Press, New York City. The gravure covers were done by Photogravure and Color Company, also a New York firm.

The report is "modern" in every aspect, making lavish use of photographs that show Standard on the home and war fronts, and graphs showing where money comes from and where it goes.

● "1905—Our first purchase was a bar of Lava soap. We are still using Lava.

They don't have to work no mo'!

Nary a formal written agreement was drawn up by Charlie Band and Harry White when they quietly went into the printing business forty years ago at Spartanburg, North Carolina.

In fact they went from a partnership into a corporation and then back to a partnership with no more demonstration than a handshake.

But this spring they retired from business with a bang. Friends who hated to see them retire from printing but who rejoiced that Band and

White could now take it easy gathered around a table of "war rations" to do them honor.

The following poem written for the event by E. Eager Wood, of the Wayside Press, Newport News, Virginia, pretty well covers the sentiments of all who know the retiring printers. Mr. Wood is a typographer and printer who prefers the challenge of black and white to using colors. He is absorbed by printing but "verse" is his plaything and diversion.

"To Charlie Band and Harry White"

Two score and ten, as we count years,
Their hands have served and fingers wrought;
And now we pause when twilight nears
To note the fruits their labors brought.

These patriarchs, like towering pine
Whose root is deep in earthly loam,
Have met the blast of man's design
And turn their eyes to peace at home.

Their lines are spaced, their forms are locked,
The stick and gage they lay aside
And from a world by hatred rocked
Withdraw to fields so long denied.

'Tis not for us who view the page
To note the errors or the flaws,
But as they leave the graphic stage
We yield to them our heart's applause.

Well done we say, your rest is earned—
And as we wend our separate ways
We'll not forget what we've discerned,
But profit by your fruitful days.

So now to them we say farewell
And may the presses as they roll
Echo the love we cannot tell
And sing those virtues we extoll.

E. EAGER WOOD

"1907—The great money panic. Scrip was used for money. Having no money, we were not affected by the panic."

So read items in an advertisement marking the fortieth anniversary of the Rankin Printery, Corinth, Mississippi. It lists original customers who still do business at the same stand, and points out major events—local, national, and international—of the past forty years.

The ad is fun to read and when you get through with it, you know why the Printery has worn out all its original equipment on customers it still has.

● MAN is about to crowd himself off this earth with bulky records of his achievements, knowledge, and business transactions. *Progress Guide* points out that use of "microprint" is helping to avert disaster in libraries, government agencies, and commercial organizations.

Microprint is a type size so small that the full page of a book can be printed in an area no larger than a postage stamp. Using microprint, one hundred pages of a standard-size book can be printed on one side of a sheet.

A "reflectoscope" magnifies the type sufficiently to make it readable. The reflectoscope resembles a table television set, having a translucent screen a little larger than the average book page. The type is reported to appear as legible on this screen as is the type in the average book or magazine.

● A LIFE STORY is told in a letterhead reproduced in *Weston's Record*. Besides a halftone portrait of himself, his name and address, a Texas attorney neatly listed on his stationery these facts:

Sons of American Revolution, Sons of Republic of Texas, Son of a Mexican War Veteran, Son of Texas Knight, K.G.C., Church Affiliation, Baptist, Past W. M. 55 Years, Past High Priest 45 Years, Past T. I. Master 45 Years, R. A. Grand Visitor 2 Years, Knights of Pythias 38 Years, Odd Fellow 60 Years, Past Grand 58 Years, O. E. S. 21 Years, Admitted to Bar 58 Years, Society War of 1812, Sons of Confederate Veterans, Son of Texas Secession Member, Sire of Two Officers U. S. Army, Master Mason 60 Years, Royal Arch Mason 58 Years, R. and S. Master 58 Years, D. D. G. M. 7 Years, Knight Templar 47 Years, Past Chancellor 35 Years, Born, Goliad, Texas, Sept. 16, 1850, Married July 4, 1872, Husband and Wife Still Here, Praise the Lord!

● Us guys from Mizzoura don't rock the world back on its heels right off the bat when we go into anything, but by doggies we sure do stick with things until we come out on top.

Take Al Horn, for instance. This year the Albin O. Horn Company, Chicago, celebrates its twenty-fifth anniversary. From small beginnings in 1920, this plant has grown until it is one of the finest small plants in the country.

A great deal of credit belongs to Al himself, who started to serve his apprenticeship in St. Louis in 1900. He came to Chicago early in 1911, and purchased an interest in the John F. Horn Company. Al has served two terms as president of the North Side Printers Guild, and has been a director of the Graphic Arts Association of Illinois.

His partner in the business is Arthur Moldenhauer, who is in charge of the plant. Art also was connected with John F. Horn Company, and later with Hawtin Company. Walter Horn, Al's brother, also helps in the plant.

The PRESSROOM

Questions will be answered by mail if accompanied by a stamped envelope. Answers will be kept confidential.

By EUGENE ST. JOHN

PRESS PUNCHES

If possible would you give us the name of a cutting die and where it is obtainable, one that could be locked into the chase of a letterpress? The diameter of the hole would be about one-eighth inch and it would require a hollow punch with probably a sponge rubber inset to force out the punch clippings. The material to be punched is upholstery leather.

The standard press punches will answer for the purpose you state. These little punches are fitted with springs that will eject the clippings. Make ready so that the punches barely cut through the leather laid on a sheet of saw steel fastened to the platen.

HALFTONES ON TOUGH TAG

We would appreciate your suggestions to improve the appearance of the 100-line screen halftone printing on tough tag stock. This job was printed on a cylinder press, work and turn. The ink used was halftone and job black. Halftone ink alone was too greasy. Due to the unevenness of the stock we placed a rubber blanket under the drawsheet. Would a coarser screen, say 85-line, improve the appearance appreciably?

A coarser screen would not help but an improvement is possible by discarding the rubber blanket and using hard packing and a strong makeready together with a mechanical overlay and a special cover halftone ink for hard stock or bond black. A bevel-edge cutout overlay should be used also.

PROPER SCREEN FOR PLATES

We are enclosing a sample of paper on which we are planning to print a four-color process job by the letterpress method. We have had some discussion as to the proper screen for the engravings. Will you please give us your opinion as to what screen these engravings should be?

Plates to be printed on this grade of uncoated book or magazine paper should be 120-line screen. Submit sample of the paper, proofs of the engravings, name of the press to be used, drying rate between colors, and any other available specifications to your inkmaker.

MATCH BOOKS

Can you give us the names of firms manufacturing a printing machine for the printing of match books?

Match book covers can be printed on any printing press but the complete books are most economically produced in volume on the machines which have been especially designed for printing this specialty. We are sending you a list of the manufacturers who build these special match book machines.

SNAP-OUT COLLATING AND GLUING

We are interested in the installation of equipment used to paste one-time carbon forms together. We would appreciate any information you can send us in regard to doing this work; also a list of sources where necessary equipment might be found.

We are sending you the name of a manufacturer of collating and gluing machines for snap-out and also list of manufacturers of the printing equipment by which this work is most economically produced.

Some of this equipment has been especially designed to produce the complete sets of forms all ready for delivery in a single operation. Thus you may get a complete picture of this important division of the printing industry.

FORM WORK BY OFFSET

I am trying to secure information on the average production on 17- by 22-inch offset presses on form work. If you have any figures on this, I would appreciate having a copy of them. When I mention "form work" I mean forms such as are used in Government work, mostly type and rules.

This is one of those apparently simple questions for which an unqualified answer is not available because of variance in conditions.

What standard of quality must be maintained, what is the tolerance, what types of plates are used on the press, what press is used, what paper and in what condition, what ink, and how skillful and versatile is the pressman? Does the press run for many hours on one job or are there a number of changes of jobs

in a day? Are all the working conditions conducive to good production? These are just a few of the factors to be considered.

When I put your question point-blank before both management men and operators, no two agreed because of varying conditions. Then a happy thought helped me out. For some years I had been the chief of a local printing pressmen's union. I recalled that in those days when these "average" questions would be asked, I consulted a number of the pressmen acknowledged to be the best in the city.

So I put your question before the chief of a local lithographers' union who had himself operated a 17- by 22-inch offset press for some years. He promptly dug up all of the pros and cons in conditions but when pressed for an answer stated that if all conditions are what they should be and the press is running continuously, a skilled pressman may average 4,000 impressions an hour on the 17- by 22-inch modern offset press, on the kind of work that you have described.

DRY TRANSFERS

It will be highly appreciated if you will give us information as to how the printing of dry transfers used by hosiery mills in the marketing of their hosiery is done, also the manufacturers of the necessary printing equipment.

There are many kinds of transfers and numerous methods of manufacture and application. The system developed by the manufacturers of raised letter (thermographic) printing machines is rapidly growing in favor. We are sending you a list of the manufacturers of this equipment from whom you may get a complete picture. The present trend is for the mill to get its containers, wraps, labels, transfers, and other printing from a single printing firm, because, being a specialty, requires specialized experience.

ROLLER EMBOSSEING MACHINE

We read with interest an item entitled "Embossing on Cylinder Presses." For some time we have been wanting to pebble or emboss our calendars and covers and we have been wondering if this could be done on a cylinder press. And would the Stewart embossing board told about in this article be suitable for doing this kind of work?

While you may have a photoengraver who specializes in embossing dies make a die with which you can pebble on a cylinder press, the better way is to use a roller embossing machine for all pebbling, roughing, and stippling. We are sending you the names of suppliers.

CLEANING NUMBERING MACHINES

Would you kindly advise me of the best method of taking care of press numbering machines when not in use? Is it advisable to clean the machine with type wash?

After brushing the machines out with a good type wash or other reliable detergent such as gasoline or benzol, taking care not to brush against the springs, the machines may be stored in a mixture of light machine oil and kerosene. Before using again, the machines may be flushed out with gasoline or benzol and oiled with light machine oil.

If the machines become clogged with hard dried ink through lack of careful cleaning, the hard ink often may be cut with lye water or crude carboic acid, after which the

loosened matter may be blown out with a jet of steam. Even this treatment will not clean the machines in some cases when it may be necessary to disassemble them and pick the hard ink out with a large needle or other sharp-pointed instrument.

CARBONIZING ON THE PRESS

Maybe you can offer a suggestion on one of our problems. We are enclosing a sample of spot carbonizing that we did last year with carbon ink and a rubber plate on an automatic platen press. Could you offer a suggestion on whether the carbon ink could be handled a better way or a different process?

Heat is used in the better carbonizing processes. We are sending you a list of makers of carbonizing ink who will be pleased to advise you.



"In the Days That Wuz"—The Forgotten Man
Cartoon by John T. Nolf, Printer-Artist

Typographic Clinic

It has been said many, many times that modern type faces alone will not guarantee a modernly designed piece of printing.

Witness the cover page of a brochure below. Here the designer tried

to do something modern, first by creating a strong vertical axis along the left-hand side of the page and then by adding a condensed sans-serif type face. The type faces used in this set-up do not seem at all appropriate. In addition, the last line on the page, set much

CONGRESS AND THE PATENT SYSTEM

Address by **SENATOR ALBERT W. HAWKES**

At the Second War Congress
of American Industry
New York, December 1943

NATIONAL ASSOCIATION OF MANUFACTURERS

Congress

★ ★ AND THE ★ ★

Patent System

*Address by Senator Albert W. Hawkes
at the Second War Congress of American
Industry in New York · December 1943*

NATIONAL ASSOCIATION OF MANUFACTURERS

wider than those above it, throws the design completely off balance, thereby creating an odd appearance. It is never necessary to use bold face types for a cover design on a white coated paper. In resetting the page, an effort was made to use an old familiar type face, Caslon, and to arrange it in a modern manner. The type face we have selected seems much more appropriate to the subject than do the bold condensed sans-serifs. The stars add a patriotic touch to a subject closely identified with our Government. The contrasting sizes of type create an interesting pattern and add dignity and life to the page. Note, too, that the type lines have not been scattered over the entire page. This tends to give additional power to the whole design. By HOWARD N. KING

THE Salesman's CORNER . . .



BY FORREST RUNDALL

● JUST AS the first flock of birds flying North is a harbinger of Spring, so the first flock of complaints we receive will be a harbinger of the return to normalcy in business. Not that the complaints are altogether missing now. We always have a few around just as a few half-frozen starlings always shiver in our back yards throughout the winter. But the great flocks of complaints have gone to another climate to await the return of the buyer's market which marks normal times in the printing industry.

HAVE WE FORGOTTEN?

The danger in this situation lies in the chance the printer has had to forget the technique he once used in handling complaints. He may have forgotten that, far from being an unmixed liability, a complaint often may offer him an opportunity to get more business from his customer. So good is this opportunity at times that one nationally known publisher is able to sell additional books regularly to 20 per cent of his customers who make complaints.

Even the crews of stock swindlers who once ran wild over the country were able to call back on their victims with a new proposition. These victims had been swindled and they knew they had been swindled. They had a legitimate complaint if there ever was one. Yet so well had the stock swindlers worked out their technique for handling dissatisfied customers that they were frequently able to return and sell another block of worthless stock to their victims. "Reloading" was the name used for this process.

Clearly it will be to the printer's advantage to brush up on his technique of handling complaints. Webster defines a complaint as an expression of resentment. Whether or not the resentment is justified has very little to do with the problem of handling the complaint. The customer thinks he has a grievance and says so. From there on it is up to the printing salesman to use his best strategy to get back into the customer's good graces. Here are a few suggestions which may help:

1. Handle all complaints promptly.

If you receive a complaint over the telephone, get to that customer's office on your first call. Get there as quickly as you would if he asked you to pick up a \$5,000 order. Prompt attention always makes a favorable impression. If the complaint is over a small matter the customer will feel apologetic for bringing you to see him on such an insignificant complaint. And if the complaint is serious you still will have left the customer with a feeling that you really want his business.

2. Let the customer talk himself out. Sometimes the complaint has little merit, and what the customer really wants is a chance to blow off steam. Just listen quietly and make notes without arguing and you will find that the buyer will soon blow off the excess pressure. Don't add fuel to the fire, just make sure he gives you all the facts. Let him talk himself out. If he makes a claim for damages, find out just what he wants. Then promise to come back as soon as you have all the facts in the case.

CONSULT YOUR PLANT

Handling the complaint in this way gives you an opportunity to discuss the complaint with the shop and find out just how much it is at fault. It also gives you a chance to decide how far you will go in meeting the customer's demands. But be sure you get all the facts and get back to see him before he has a chance to feel neglected.

3. Get the story straight. Sometimes a buyer is so mad that it is hard to find out from him just what happened. In this case it often helps to ask questions. Not only will you be able to get the needed information but you will also give the angry buyer an additional chance to blow off steam.

4. Don't argue, discuss. Few people are convinced by arguments. Your aim is to get the buyer to see the complaint from your viewpoint. If you discuss both sides of the question quietly with him you often can bring him to see things as you see them. If, on the other hand, you

argue with him, you generally find him holding on to his beliefs more stubbornly than ever. The difference between a discussion and an argument is the difference between seeing both sides of a question and seeing only your own.

5. "Save face" for the complainer.

It often happens that when all the facts are examined, a complaint turns out to be unjustified. When this happens the salesman has an awkward situation on his hands. No buyer likes to be "shown up." Nor does being shown up increase his liking for the person who puts him in that embarrassing position. Only by the exercise of the greatest

phil mann
says:

An interesting story was

told in a recent issue of the *Saturday Eve-*

ning Post showing the importance of little

things. It seems that along about 1917

President Johnson of the American League

wanted Miller Huggins placed in New York

City to build up the Yankees. He had a

mutual friend arrange a meeting between

Huggins and Ruppert, but while Huggins

was ready to sign Ruppert favored waiting.

It was almost two years before Ruppert

finally agreed to closing the deal. He then

admitted to the mutual friend that Huggins

had appeared at the conference wearing

a cap, and he didn't like caps Because

little things are important, we take pains-

taking care here at YORK COMPOSITION to

follow all the rules of good typography and

presswork. Then we check for over-all ap-

pearance. In this way many discrepancies

are eliminated in the final appearance of

an advertisement or a printed piece, dis-

crepancies that might influence a customer

like Huggins' cap affected Colonel Ruppert.

Phil Mann, editor of the *York Trade Compositor*, proves with an anecdote that little things are important, then ties idea into an advertisement

The PROOFROOM

The editor of this department welcomes proofreading questions to be answered in this column, but replies to queries cannot be made by mail.

By EDWARD N. TEALL

tact can the salesman "save face" for the buyer and keep in his good graces. It is particularly important that the salesman keep anyone else in the buyer's organization from finding out what has happened.

6. *Don't be ashamed to admit your own mistakes.* No one likes the fellow who is always right. If he is always right, then it means you are wrong whenever you disagree. Most of us don't care to do business with supermen. Act like a human being should act and the buyer will respect and like you.

7. *Don't let the same mistake happen again.* If you or your shop have made a mistake which inconveniences the customer, be careful it does not happen again. The first time you may be able to give a convincing excuse. A repetition of the same error may make your original excuse look silly.

8. *When the customer is obstinate, consider what the account is worth.* Sometimes, in spite of your best efforts a customer will press his complaint to a point where he insists that you make good—or else. Before resorting to arbitration it may be well to stop and evaluate the account. If you pay his claim in full will you be making a sound investment? Will you then be able to keep his business? Will his future business be worth the cost? How much will it cost you to get another account which will pay you as well? Think all these questions over and then act.

9. *A complaint offers an opportunity to cultivate better understanding.* A serious complaint often gives the salesman a chance to meet some of the bosses above the buyer. If his handling of the complaint impresses them favorably he is in a stronger position than before. Even when he deals only with the regular buyer the salesman's handling of the claim can build confidence in him and his house. Before the complaint was made the customer could only guess about the policy of the house. Afterwards, if the claim has been fairly handled, the buyer has confidence that the house will also be fair in the future when other disagreements occur.

10. *No complaint is really settled until both parties feel that justice has been done.* No settlement made while either party is angry is likely to be satisfactory to both sides. Let the buyer cool off first. Then suggest a basis for settling.

Get set for the flock of complaints that will start coming after the war is over. You can make your handling of them pay dividends.

LITTLE BUT MIGHTY: THE COMMA

Here is a sentence with which you might have fun: "The island was inhabited and guarded by a few fishermen."—*Kansas*.

This seems to be Punctuation Day in the department. A comma after "inhabited" would make a big difference in the meaning of the sentence. As given, it says the island was both inhabited and guarded by the fishermen. With the comma, it would mean that the island had inhabitants, and that a few fishermen guarded it.

The former is probably the meaning the writer actually had in mind. If the second sense is correct, repetition of "was" would have nailed the thing down tight: "The island was inhabited, and was guarded," *et cetera*. That would clearly separate the two statements.

COMFORT IN A WORLD OF TROUBLE

Don't let 'em get you down on that "Wins Back Pocket Championship" thing! You were in there swinging. Stay wid 'em!—*Massachusetts*.

Not Back Bay, I judge; but Back Bay and Dorchester alike could find something worth while in any installment of *Proofroom*. An editor once told me: "The more arguments there are in a publication, the more healthy it is. Anything is better than allowing your readers to go to sleep." And he assured me he meant "arguments" in the sense it has to the uneducated man. Some of the folks laughed at me, others laughed with me—and a good belly laugh is worth a lot in these tough times.

CONFUSION WORSE CONFOUNDED

Look: In a magazine, I find this: "Little of the freighted overtones and tangential subtleties of her previous writing intrude on this straight story of an American girl." How's that for fancy English?—*New York*.

Sir (or Madame, as the case may be), you have hit it off in that one word, "fancy." This is so very fancy, it is just plain wrong. Affectation thus often leads its victims astray. Being *too* good is *not* good. Little intrude? Oof!

GET THE NAME RIGHT!

A friend who runs a business somewhere out past Pittsburgh addresses to me an appreciated query—but he addresses me as "Mr. Edward N. Theal"—which, ladies and gentlemen, just ain't correct and doesn't say me. Not that it matters one little bit—but it amazes and amuses me to see how many ways my seemingly simple name can be spelled (by guesswork). "Teall" is correct; it has appeared over *Proofroom* ever since my father started that I. P. department back in 1893.

I get it as *Teal* (whence many friendly but more or less silly puns about The Duck); *Teale*; *Tealle*; *Teel*; *Teele*; and sometimes, perhaps by confusion with the German butcher in Ourtown, *Thiel*. In one of these forms it matches the name of a popular dentifrice, and in another, that of a well known and honored college. But me, I'm Teall—two l's and no h.

As I say, not that it matters, but it amazes and amuses me. I'd have thought everybody'd have got so tired seeing it at *Proofroom's* masthead all these decades, they'd never stumble on the spelling. But—Oh, well — —

FROM THE FIGHTING FRONT

Our office was recently upset over the question whether "an LL. D. degree" justifies also "an Litt. D. degree." You can imagine the details of the argument.—*Oregon*.

I suppose one side said the two abbreviations are alike in all respects, and the other side contended (correctly) that there is a vital difference. In the reader's mind the two expressions probably reduce, phonetically, to "an elleldee degree" and "a litdee degree." Without having the words spelled out on the page, few of us would expand the expressions into "a Doctor of Laws degree" and "a Doctor of Letters degree." Use of the articles *a* and *an* is properly governed, we think, by what the reader "says" in his mind. It's our "Xmas" argument all over again.

ECHOES AND SLAPS, RIBS AND RAPS

What's the count on the slaps you must have received on "back-pocket billiard-title"? Of course, the sports writer should have said, "Blankdash Regains Pocket-Billiard Title," but it wouldn't fit, perhaps.

The hyphen reminds me of the hoary but still revered story about the school teacher who asked Eddie why he put the hyphen in bird-cage. "For the bird to sit on, I reckon," says Eddie.—*Illinois*.

Same to you, Mount Morris!

• • •

By this time, doubtless, you have been swamped with queries and guffaws about your answer to *Michigan's* query in January *Proofroom*. Evidently you spend more time in the proofroom than in the pool room. Too often, to my mind, the hyphen is not used through ignorance of the rules of grammar or through lack of appreciation of precise writing. In rewriting the technical copy that comes over my desk I insert more hyphens than any other punctuation marks; they are essential to the understanding of the over-described, much-modified nouns found in aviation nomenclature. By now I am certain you wish that the queried headline had read "Blankdash Regains Pocket Billiard Title."—*New Jersey*.

No, sir—not a bit of it. The routine of production is lightened and brightened by this demonstration that the department is not overlooked; indeed, this Jersey reader says some mighty nice things about it. (I get a kick out of the fact that one of the items he enjoys most is "the running commentaries on such things as the condensed words, as 'Xmas.'") My shame-bowed, drooping head perks up again. Thank you, sir from Jersey, for your good-natured comment.

• • •

This is meant solely as a good-natured rib. It concerns your reply to *Michigan's* "back-pocket" query. Obviously you didn't waste your youth in a pool room. What the cited headline really implies is that Mr. Blankdash had held the pocket billiard title at one time. Then he lost it. Now he has won it back. There would have been no confusion if the headline had been set in two lines instead of three:

Blankdash Wins Back
Pocket Billiard Title

Jest in fun.—*Ohio*.

One man's fun is sometimes another man's misery, but I'm holding up fairly well. The friendly spirit of *Ohio's* letter is very much appreciated.

My Missus, who thinks there is nothing less funny than what she calls a "Teall joke," comforted me with a lemon pie such as no cook in the world could match—and left me with a funny feeling that maybe there was significance in the fact that it was a lemon pie.

IT'S ALL IN THE ACCENT!

If a certain word is divided in a certain way, why are not all its forms divided the same way?—*Florida*.

If I get you right, you would be bothered by such divisions as *bib-li-og'ra-phy*, *bib-li-o-graph'ic*. Is that it? If so, the answer is that American practice is to divide words into syllables in type as we divide them in speech. In the noun we stress one syllable (in this instance, *-og*), and in the built-up derivative (adjective, adverb, *et cetera*) the stress shifts (here, to *-graph'*). It couldn't be more simple and elementary, could it? You just couldn't say *bib-li-og'raph-i-cal-ly* without lingual contortions and a secondary accent to take up some of the load.

AMBIGUITY

I have picked up these, from respectable print: "Benjamin Franklin established the first circulating library in Philadelphia in 1731." "The third marriage of the gentleman to his former pupil." Are these good, clear statements, or could they mislead the unwary reader?—*Minnesota*.

Without more "dope," I simply can't say. I imagine the Franklin library was the first of its kind anywhere, not merely in Philly; but the sentence does not say so. And the second sentence leaves one wondering whether the gentleman married his former pupil three times, or she was his third blushing bride. Both these sentences, taken by themselves, without illuminating context, seem ambi-gooley.

SENSIBLE QUERY FROM MACHINE OPERATOR WOULD HAVE REDUCED ALTERATION COSTS

• A GOOD EXAMPLE of how a printer can cooperate with a customer to save money on alterations came up recently on a folder in production for *Chemical Industries*.

This folder, printed by offset, carried a list of firm names on the back page, space for this being very limited. The layout man figured that by abbreviating some names, the list could be crowded into six columns of ninety lines each, 7-point Ionic, 9 picas wide, with 18 points between columns. (See illustration.)

The type actually ran a bit wider than he figured, and in fifty cases the "Co." ran over onto a second line. In all instances the word could have been picked up by setting the line 6 points wider. The outcome was that the entire list had to be reset 9½ picas wide, and a few names killed. Alteration charges were \$20.

75 per cent of which was caused by resetting the list.

In these days of easy money, \$15 may be unimportant. But the time will come when the printer will be hard put to it to justify any such charge as this. The only man who could have avoided this reset would have been the operator. While he followed his instructions exactly, he should have become suspicious when "Co." ran over four times in the first twenty-five lines set. A word to the service man on the account would have gained permission to set the type 6 points wider. After the war, printers who give extra service will be the ones who hold the business.

But on the other hand, the layout man was not entirely blameless. He should have played safe and marked his copy 9½ picas wide with a pica between columns.

Abbe Engineering Co.
Adhesive Products Corp.
Adlud Chemical Corp.
Advance Solvents & Chemical Co.
Aetna Scientific Co.
Airetool Mfg. Co.
Algin Corp. of America
Alkydol Labs., Inc.
Allied Asphalt & Mineral Corp.
Wm. M. Allison & Co.
Alrose Chemical Co.
Alsop Engineering Co.
Amecco Chemicals, Inc.
Amend Drug & Chemical Co., Inc.
American Agar & Chemical Co.
American Agricultural Chemical Co.
American Alkali & Chem. Co.
American Alkyd Industries, Inc.
American Bandage Corp.
American British Chemical Supplies, Inc.
American Cholesterol Prods., Inc.
American Colloid Co.
American Cyanamid & Chemical Corp.
American Dugwood Co.

Bernard Color & Chemical Corp.
Binney & Smith Co.
Blackmer Pump Co.
S. Blickman, Inc.
Blockson Chemical Co.
Bonded Scale Co.
Henry Bower Chemical Mfg. Co.
Braun Corp.
Brill Equipment Corp.
Fred L. Brooke
Brooklyn Color Works
Buffalo Electrochemical Co.
Buffalo Foundry & Machine Co.
Godfrey L. Cabot, Inc.
Calco Chemical Division of American Cyanamid Co.
Cambridge Instrument Co.
Carbide & Carbon Chemical Co.
Philip Carey Co.
Carpenter Container Corp.
Carrier-Stephens Co.
Carus Chemical Co.
Casein Co. of America
A. W. Cash Co.
Celanese Celluloid Corp.
Central Scientific Co.
Century Stearic Acid Candle Works
A. D. Chapman & Co.
Chapman Valve Mfg. Co.
Chemata

Diamond Alkali Co.
Standard Silicate & Dicalite Co.
Wm. Diehl & Co.
Dispersions Process Distributing & Trading Machinery Co.
Joseph Dixon Crucible & Oicott Co.
Doe & Ingalls, Inc.
Stanley Doggett, Inc.
The Dorr Co.
Dow Chemical Co.
E. F. Drew & Co., Inc.
P. R. Dreyer, Inc.
T. M. Duche & Son
Duff Chemical Co.
Paul A. Dunkel & Co.
E. I. Du Pont de Nemours & Co., Inc.
E. I. Du Pont de Nemours & Co., Inc.
Electrochemicals
Duriron Company, Inc.
Eastman Kodak Co.
Eaton-Clarke Co.
Ecclestone Chemicals, Inc.
Economy Engineering
Edwal Laboratories
Elmer & Amend
Elbert & Co., Inc.
Electric Hotpack
Emery Carpen

HIS AND HIS, THEIRS

Is there any way I can justify or excuse myself for using this line, as to plural?—Ohio.

The "line" is just an expression involving the use of the possessive form: "Starter and Grower's Mash." I don't know whether it's chicken or pig that gets the mash; either would go down with me—especially with plenty of gravy, and the privilege of sopping same with bread.

Analyzing in terms of grammar, I take this to be an ad of mash for (use by) the starter and the grower of stock for the market: two separate and distinct persons. To be painfully precise, it should be starter's and grower's mash." (Unless there's a catch in it like that well and now widely known "wins back-pocket billiards championship.")

I seem to detect the presence of a wrathful customer in the background—and I think the printer's allbi is simply this: It's good to have your grammar on straight, but I do not for one moment believe any court in the land would hold that the presence or absence of the apostrophe would raise or lower by one tenth of a tenth of a cent the amount of mash sold.

Of course, if the advertiser wants to "take" you on a technicality—well, that's one thing; if he's a good sport, that's something else again. I hope he is, as I feel sure you are. The public generally does appreciate the zeal and zest with which printers try to give it what it wants and (sometimes) pays for.

GRAMMAR AND NONSENSE

A weekly says, "More exciting booty than jewels and money is cigarettes." How do you like that?—Vermont.

I like it, because it is good grammar. "Booty" is the subject. It is singular. "Cigarettes," in apposition, is plural, sure enough; but grammar doesn't bother with "dominance of idea." In grammar, a thing that is is not "are." The fact that cigarettes are booty does not alter the fact that if booty is cigarettes, it is cigarettes.

REPELL-NT?

This was in the New York Times, no less—in a lengthy cut-caption: "dark green, water-repellant trousers." How do you like that?—Connecticut.

Naturally, I don't care for it; but I can't imagine myself losing a night's sleep over it. For -ent and -ant, you need a little Latin—or a lot of patience in taking spelling as a discipline. Perhaps repellent is next to accomodate, with one m, as a popular misspelling. I think accomodate is the leading favorite.

After all these years and with all my so-called education, I have to stop to remind myself that a pendant is a pendent ornament. Fussy stuff, isn't it?

WHEN EDITORS GO TO SEA—

Is this correct compounding: "(in referring to a ship) slow-turning abilities"?—Texas.

Neptune help us—this has the look of another "back-pocket" horror. The phrase as given says to the reader that what is thought of is a ship's abilities to make slow turns, to turn slowly. I am not enough of a seaman to know whether that would be sensible or whether perhaps the writer might have intended to indicate that the ship couldn't make any turn any way but slowly, needed plenty of room to swing in, could not, as they say, "turn on a dime."

Whether the hyphening is correct or not depends upon the meaning of the words in this particular situation, and the lack of context increases this poor old landlubber's embarrassment. Is there a salty hyphener in the audience?

MORE OF THE SAME

I heard Lowell Thomas say, on the air: "The general tenor of the charges are . . ." Nuff sed?—Illinois.

Nuff sed!

PUT IT THERE, ARKY!

I desire to reply to your pronouncements in January *Proofroom*. A rehashing of this controversy was an error on your part. *Proofroom* readers are not interested in a quarrel between you and this old sinner. While I have not always agreed with you, I am your devoted disciple. I have learned much from you, and owe you much. Years ago you defended the infinitive form of the verb; also you defended the preposition. Now you quote teachers in universities in support of split infinitives and trailing prepositions. I yet insist that rules of grammar should remain "as is." If university men and others are a law unto themselves we will soon have a polyglot language. You say "This letter hurts." Perhaps; but there have been instances of dentists pulling teeth in which the operation was painful—yet that dentist continued to esteem his patient. Good wishes.—Arkansas.

Okay, Doctor; let's go calmly on from where we were. Each man's ideas may be a law unto himself; it's when we start telling others what to do that trouble comes. In this department I try to give my own choices fairly and without arrogance, and to help others by presenting the existent (and generally conflicting) possibilities. Thanks for the good wishes, and: Same to you, and many of 'em!

TOP-FLIGHT Craftsmen



Archibald James Little

THE old-time print shop was certainly fascinating to youngsters, and Archibald James Little was no exception. When he was knee-high to a grasshopper he would stand for hours on end watching the printer for the Muscotah (Kansas) *Recorder* pull the week's edition on a handpress, and smelling the odors that emanated from the shop.

Born in Muscotah on Ground Hog's Day, 1892, Archie first learned to use a composing stick in the shop of the Dearborn (Missouri) *Democrat*. Whenever a form was pried, he helped the publisher's young son set up the pi.

Several years passed, during which the young Jayhawker became enamored of bookbinding, before he began serving an apprenticeship with the Franklin Hudson Publishing Company in Kansas City. Here he began a study of the Monotype machine, which dominated his life from that time on. Later he studied at the Lanston Monotype Machine Company school in Philadelphia, then spent years working in cities in the Midwest. After eighteen months in the 342nd Field Artillery, he wound up with the Union Bank Note Company in Kansas City, then taught printing in Manual Training High School.

Seven years were spent in trouble-shooting and later in sales work with the Monotype company, two more in Chicago trade composition plants, and then Archie headed west to establish his own trade plant in Seattle.

Among the offices Archie has held with the Seattle Club of Printing House Craftsmen have been terms as secretary and president. He also did much to arouse interest among clubs in the Midwest in the years spent with the Monotype company.

Years of work with Craftsmen have left him with a firm conviction that the greatest thing that can be done by the Craftsmen's Clubs is to develop younger men into executive material by seeing that they get background training in universities and colleges.

★ TROUBLE SHOOTERS ★

FOR THE BACK SHOP

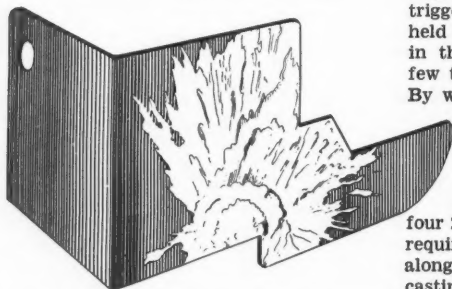
Handy Magnifying Glass

If you have use for a jeweler's loup but have difficulty holding it in the eye socket a piece of clock spring may be fitted to the loup. The spring may then be drawn around the head to hold the loup in place.

But a better method is to set the lens of the magnifying glass in the frame of a discarded pair of glasses. Use a transparent cement. If the frame opening is too large, cement the lens into a piece of tough cardboard that can be cut to the size of the discarded lens.

Stops Metal Splashing

Occasionally the terrific expansion of melting metal in an electrically heated metal pot causes the metal to spray out of the pot as the top crust of the metal



This sheet iron fitting around metal pot plunger protects machine from damage by splashing metal

is heated. This splashed metal can be prevented from getting on the pump-stop and the back of the faceplate by placing a handful of slugs over the place where the metal has been discovered to spray out. Do this when the heat is turned on. The metal will splash against these slugs and get no farther.

Another method is to cut a piece of thin sheet iron to fit the inside of the crucible and around the plunger. Bend the left-hand side of this shield at right angles and drill a hole for convenient handling and hanging when not in use.

Applying Keyboard Rolls

The best method to use in applying a rubber roll on a line-casting machine keyboard rollshaft is to use the tool sold for that purpose by the manufacturers. Next best method of application is to start the roll on the shaft, trap the air in the roll by plugging the end with a smooth file handle or piece of broom handle, and holding the air as the roll is pushed on.

When a roll is stuck on the shaft, slip the wood core from a roll of wrapping paper over shaft and drive roll off, or slide a long screwdriver down be-

tween the roll and the shaft and dust in graphite. Too much graphite left on the shaft may allow the roll to creep.

Replacing Keyboard Cam Frames

For the most part, the application of the keyboard cam frames is such a simple operation that all we need to know is that all keyboard cams, triggers, keybars, and keyrods should be in place, and triggers should be locked, with the locking wire protruding at the right-hand end far enough so that it can be grasped with pliers after the two large screws are brought to a bearing.

But here's the occasional time when a trick is needed: On a few cam frames the holes and slots through which the locking wire passes are not in proper alignment with the extra holes in the triggers. In such cases triggers will be held high, out of line with the notches in the keybars. This will cause these few triggers to clash with the keybars. By working with extreme care it is in some cases possible to apply the cam frame with triggers unlocked, but this is hardly practical.

To allow such triggers to slip freely into keybars simply insert four 2-, 3-, or 4-point spaces, as may be required, under the thin bar that runs along under the keybars on most line-casting machines. This will raise all the keybars and put their notches in position to receive the triggers. Of course the triggers should be as nearly in line and as low as it is possible to get them. Understand, there are four places to insert the spaces.

To make the work easier, remove the cam roll gear guard.

If the brackets at the ends of the cam frames, which are held on by one screw each, are loose, do not tighten these screws. To do so may throw the dowel holes or keys out of line. Insert the bolt in the left-hand end of the rear cam frame before setting the latter in position.

See that the cam frame goes all the way on before setting up the two large screws or bolts that hold the frame in its place. If the screws go in with a "springy feel," a keyboard cam or trigger is binding and if the screws are forced in, the cam or trigger wire will be kinked.

Even though it may not be necessary, as in the case of the later models, to pull out the keyboard cam pivot wire when cleaning the cams, this should be done for the purpose of polishing the wire and removing possible kinks. A trigger that does not move freely, or that is out of alignment with the other triggers, may be affected by a kinked pivot wire.

Machine Galley Too Full

Some operators put a contrivance on the end of the line-casting machine galley to prevent the angle piece from falling off, but if the operator is careless enough to fill the galley too full the slugs will then pile up in the knife block which is even worse. The angle piece can be attached to a chain, but this is not practical because of interference when dumping type.

As the best reminder to empty the galley before the angle piece falls to the floor, it is suggested that a light pi slug be placed on the galley at the left of the angle piece. When the slug falls to the floor it will make sufficient noise to remind the operator that it is time to dump the stick.

Numbering Wheel Slides

Numbering wheel slides made from type slugs (which were described in the February issue of *THE INLAND PRINTER*) are fairly fragile, usually lasting for only a short run.

Stanley B. Swanson, superintendent of the printing department of Federal Life Insurance Company, Chicago, has devised a slide which will withstand the wear and tear of long runs.

He pulls good black proofs of the necessary letters and symbols, pastes them on a sheet of cardboard with sufficient space between them to allow proper trimming, and shoots an 11-point zinc etching. Quite a few can be made on a minimum zinc, and it is a



Numbering wheel slide made from an 11-point zinc

good plan to make duplicates in case any should be spoiled in trimming.

They can be trimmed to correct width on the composing room saw, and the necessary notches filed as described in the February issue. If the numbering wheel is of a different design (as those used in the Federal plant are) only one flange will be needed on each side of the slide.

This flange can be made by lowering the table of the saw so that the blade extends about nine points above it. The zinc is then turned face down and the grooves are cut wherever necessary. The saw blade can then be raised and the zinc turned over and sawed apart.

Tips on Cleaning Mats

When cleaning the reference characters of the matrices, some of the mats whose toes have been reduced by wear will not be touched by the eraser. This can be taken care of by placing the bodies of the mats over a piece of 5-pica wood furniture or over a blank slug. But matrix lugs that have been reduced as much as .020 inch (about 1½ points) will cause distributor trouble by tipping as they enter the magazine channels where you will find them caught. The top lugs will be in one channel and the lower lugs in the next channel.

To facilitate matrix cleaning, use a cloth dampened with gasoline before you use the eraser.

THE MONTH'S NEWS

★
This section is devoted
to short and timely items
concerning men and events
associated with printing.
Copy must reach the editor
by the twentieth of month
preceding date of issue

G.A.V.C. NAMES U.S. CAMPAIGNS

Members of the Graphic Arts Victory Committee of which Henry Hoke, New York City, is managing director, have been advised that fourteen campaigns are being planned by various agencies of the Government in which printers and lithographers may participate.

The campaign of prime importance is to "Beat Japan" and suggestions are conveyed to printers that they induce their customers "to create and produce helpful literature—booklets, circulars, or house magazines covering the general over-all picture."

Other programs are recruiting, production, food, rationing, conservation, travel (which includes convention-by-mail ideas), salvage, anti-inflation, security, V-Mail, war bonds, preparation for peace, and veterans and community programs for postwar campaigns. Under each head, Mr. Hoke suggests ideas that may be put into promotional literature by printers and their customers.

TALKS ABOUT SURPLUS EQUIPMENT

Methods of surplus war equipment disposal cannot remain rigid, A. U. Fox, director, Office of Surplus Property, Department of Commerce, told the National Business Papers Conference at Washington, D. C., May 7.

"It is the responsibility of the Office of Surplus Property of the Department of Commerce to dispose, in a manner consistent with the intent of Congress as expressed in the Surplus Property Act, of unknown quantities of almost unlimited types of consumer goods in unknown condition declared to us as surplus by owning agencies, principally the military services, at unpredictable times in presently unspecified places," was the way Mr. Fox stated his major problem.

He estimated the value of the consumer goods to be from 5 to 15 billion dollars, and said that during the past eleven months only \$131,000,000 worth has been disposed of.

From various sources, it has been ascertained by men interested in printing and lithographic equipment that the amount and quality of surplus will not affect materially the present status of the graphic arts industry. Most of the equipment used in the mobile printing and lithographic units will either be disposed of overseas where it is located, or it will be scrapped because of hard usage during campaigns.

"Our procedures are constantly and presently under scrutiny and review," said Mr. Fox. "They must change with changing conditions and as our knowledge of the problems to be met grows. We are always ready to explore at some length with any interested parties any of our procedures."

ZIMMERMANN SUCCEEDS LITTELL

Announcement has been made that Herbert P. Zimmermann has been named president of the R. R. Donnelley & Sons Company, of Chicago, one of the three largest commercial printing plants in the world, of which Thomas E. Donnelley is chairman of the board of directors. Mr. Zimmermann succeeds Clarence G. Littell, who resigned May 1 because of ill health.

Mr. Zimmermann has been associated with the Donnelley organization since 1901 and was for a number of years



HERBERT P. ZIMMERMANN

vice-president in charge of sales. During the absence within the past two years of President Littell, he assumed the duties of the presidency.

Mr. Littell became associated with the Donnelley organization in 1903, at the age of 21, and was in charge of the labor personnel when conditions developed in 1905 that caused the organization to decide upon the non-union policy which it has maintained consistently. Operations of the Wagner Act during the past year required a change in that policy and forced a recognition of unionism in certain departments of the plant.

Mr. Littell has been the storm center, having been attacked repeatedly in the publication issued monthly by the labor unions. He was one of the highest paid executives in the printing industry, with an annual income listed beyond the \$60,000 mark.

Randall E. Poindexter was elected vice-president in charge of sales.

CONSOLIDATION PLAN ADVANCED

The Printing Industry of America, which represents the consolidation of the United Typothetae of America and the Joint Committee on Government Relations of the Commercial Printing Industry, will function as a legal entity in from sixty to ninety days, its leaders expect. The membership of the UTA affirmed the plans for consolidation by a referendum vote, and its board of governors has taken legal steps to amend its charter by substituting the new consolidated name. The constitution and by-laws of the PIA have also been adopted.

Included in the new set-up will be the Printers National Association, employers of union printing trades labor which have contractual relations with the labor unions. The board of PNA has taken all legal steps required and has submitted the whole proposition to its membership for a referendum vote which is expected to be favorable. Under the plans being worked out the PNA will dissolve as an association and become the closed shop division of the Printing Industry of America, in accordance with revised article X of its constitution guaranteeing "complete autonomy to the closed shop section."

Likewise, "complete autonomy" will be shared by the Employing Printers Association of America, representing groups and individual employers of non-union labor, which is considering the proposal of affiliation with the PIA.

L.N.A. ELECTS OFFICERS

George E. Loder, the National Process Company, New York City, was elected president of the Lithographers National Association at its annual business meeting in Chicago May 7 to 9. The usual national convention was called off because of war conditions. No open meetings were held.

George W. Hall, Western Lithograph Company, of Los Angeles, was elected vice-president; George C. Kindred, of Kindred, MacLean Company, Long Island City, New York, was reelected treasurer, and Maurice Saunders was reelected chairman of the board of directors. W. Floyd Maxwell is employed as secretary.

Two of the directors retired from the active list, and were named honorary directors. They are Louis Traung, of Stecher-Traung Lithograph Company, San Francisco, who had retired from the presidency, and E. H. Wadewitz, Western Printing and Lithographing Company, Racine, Wisconsin. Directors elected to take their places on the board are Randolph T. Ode, the Providence Lithograph Company, of Providence, Rhode Island, and Leslie H. Jackson, Stecher-Traung Lithograph Company.

RESUME MACHINERY MANUFACTURE

New printing machinery may now be manufactured because of the revocation of Limitation Order L-226 issued by the War Production Board May 16.

"This action removes restrictions on the manufacture of new printing machinery," reads the notice. "Buyers are now free to accept delivery, and manufacturers are free to deliver equipment without the necessity of filing Form WPB-1319 for authorization."

It was explained that it will probably be eight or nine months before all items that have been completely out of production will be available.

"Manufacturers who have been engaging in limited production of other groups of machinery must complete the rated orders first," continues the statement. "The industry has been heavily converted into the production of war goods, and over twenty manufacturers have won Army-Navy E's for excellence in the war production. Continuation of present war contracts will make the immediate and complete reconversion of some plants impossible. Other anticipated limiting factors are delays in getting new materials and local manpower restrictions."

It was stated that it will not be the policy of the WPB to grant priority assistance for printing machinery. Exceptions may be made only where the continued volume of war contracts for printing indicates that some priority aid should be granted to further the war effort, or where "emergencies such as fires, floods, or complete breakdowns of present equipment have taken place, suspending operations."

DISPOSES OF OFFSET DEPARTMENT

Collins, Miller and Hutchings, Chicago photoengraver, who launched into the offset printing field three years ago, has disposed of its offset department and will enlarge its facilities for servicing its clientele in photoengraving.

Meanwhile, the C.M.&H. Offset Printing Company has been organized under the leadership of V. K. Evans, former manager of the offset department. In the new plant, which is at 63 West Grand Avenue, a new platemaking department has been installed, in addition to the four Harris presses which were located in the other plant.

Mr. Evans managed the offset plant for three years as an employee of Collins, Miller and Hutchings. Prior to that time he was with the North State Printing Company, Hammond, Indiana, for twelve years.

PRINTERS PURCHASE BUILDING

The eight-story Pitcairn building, at Eleventh and Arch streets in Philadelphia, has been purchased by a group of men in the graphic arts industry who plan to have it occupied by tenants associated with advertising and printing activities.

Joseph Schwartz, treasurer of Westcott and Thomson, now an occupant of the building, is one of the three men participating in its purchase. Others are Charles Wilhelm, president of Lincoln Photo-Engraving Company, who plans to move his concern into the building in September; and Samuel A. Dalton, president of Typographic Service, who plans to occupy space in the building beginning next January. Other future tenants will include firms engaged in artwork, photostats, electrotyping, and various printing processes.

AGREEMENT WITH ENGLISH FIRMS

As a result of an agreement between R. Hoe & Company, R. W. Crabtree & Sons, Leeds, England, and R. Hoe & Company Limited, London, the three companies will exchange drawings and designs and manufacturing rights on all products of any of the three.

Charles H. Crabtree, the chairman of Crabtree & Sons and R. Hoe & Company Limited, Thomas C. Turner, director of the latter concern, and H. M. Tillinghast, chairman of the board, Harold G. Cutright, president, and Arthur Dressel, vice-president and general sales manager of R. Hoe & Company, negotiated the agreement which becomes effective immediately.

W. R. WALMSLEY RETIRES

William R. Walmsley, who for twenty years was associated with Miehle Printing Press and Manufacturing Company in the capacity of a cutter and creaser specialist, has retired from business activity. He was connected with printing establishments prior to his joining the Miehle organization. On April 25, he was guest of honor at a banquet given by fellow Miehle employees in Chicago.

Answers to It's a Quiz

Here are the answers to the quiz on page 48. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1. **False.** The pressure on type is less than that used in making lead molds used in electrotyping.
2. **No.** The 5½-point set the same as the 5-point on a column 10 picas and eight points wide.
3. **Lithographic procedures** and solutions must change with the seasons because of the seasonal changes in humidity. Albumin coatings are sensitive to moisture in the form of humidity.
4. **Delayed cooling** causes a rough stereotype face. Face must be frozen in from two to three seconds, crystals form at ten seconds, and rough face develops in twenty seconds.
5. **Coated enamel** or dull-coated, 100-pound, white as possible (pale blue and ivory tint are often desired by engravers).
6. **The ratio** of the amount of water vapor in the air to the amount that would be present if it were saturated, expressed in per cent. At 50 per cent relative humidity, the air contains 50 per cent of the water necessary to saturate it at that particular temperature.
7. **Character count.** Close fitting by word count is unsatisfactory because of the vagaries in word lengths.
8. **Morris Benton** designed Goudy Bold as a companion face for Frederic W. Goudy's Goudy Oldstyle.

LITHO CLUBS PLAN ASSOCIATION

The move to organize the litho clubs into a national association is being revived, with nine clubs now in existence invited to send delegates to a preliminary conference in Philadelphia.

The idea was first promoted about three years ago by Alfred F. Rossotti, then president of the New York club, and by others when there were only four clubs, but it was decided then that the move was premature.

At the New York club's May meeting Mr. Rossotti, head of a committee to study the project, gave a report of developments to date. Although the initiative at present is coming from Philadelphia and elsewhere, he said, the New York club has been invited to take the lead in founding the proposed national association. It is the oldest and largest club and the one after which the others have patterned their constitutions and educational programs.

Members of the New York committee, besides Mr. Rossotti, are Walton Sullivan, Tooker Lithograph Company, who is president of the New York Club; Harvey Glover and William Sweeney, Sweeney Lithograph Company, both past presidents; and Herbert Roberts, Commercial Decal.

The present nine litho clubs are New York, Baltimore, Chicago, Philadelphia, Cincinnati, Connecticut Valley, Milwaukee, St. Louis, and Washington—the latter club organized in April. It is expected that a national association will stimulate the organization of clubs in other cities.

Steps in the effort to organize the litho clubs nationally closely parallel the early history of the Craftsmen movement. New York City had the first local Craftsmen's club, but the International had its inception in Philadelphia with a meeting held there twenty-six years ago when Perry Long, then of that city, was elected first president.

ACQUIRES DETROIT PLANT

Forest H. Wainscott has acquired the printing business of Joseph J. Berghoff in Detroit and is operating it under the name of Wainscott Printing Company. Mr. Berghoff, after thirty-three years of continuous service in the business, was compelled to give it up in order to regain his health. In his announcement, Mr. Wainscott said:

"The plant which was newly equipped in 1938 with the very latest in precision-tested automatic printing presses, newest type faces, complete folding and bindery equipment, and manned with craftsmen skilled in their various departments, stands ready to continue in serving Berghoff-Detroit as well as Mr. Wainscott's customers."

REPORTS ON ENDOWMENT

The sum of \$300,000 remains to be raised by the Department of Printing of Carnegie Institute of Technology by July 1, 1946, to reach the total of \$500,000 in order to acquire an additional \$1,000,000 endowment from the Carnegie Corporation.

Glen U. Cleeton, head of the department of printing, who is in charge of the money-raising campaign, has announced that a prospectus is now being prepared, stating the school's objective, based upon the need of the industry for "capable young men trained in the fundamentals of printing plant management, production planning, production

supervision, personnel development, and market analysis."

Income from the endowment will be used for instruction, scholarships, and research. "Such contributions constitute a proper deduction under the present income tax law," reads the prospectus. "Therefore in many instances the share of the contribution borne by the donor is considerably reduced."

"The Carnegie Corporation will match two for one all contributions received before July 1, 1946. Hence, if \$500,000 is subscribed by that date the Corporation will add \$1,000,000 to the General Endowment Fund of Carnegie Institute of Technology."

RECEIVES ANOTHER STAR

F. P. Rosback Company, Benton Harbor, Michigan, has been awarded a third renewal of the Army-Navy "E" and is now entitled to use the flag with three stars.

"The congratulations of the Navy Department are extended to each and every man and woman of the F. P. Rosback Company for maintaining the very high production standards required, first to win the award, and then to receive the three stars which, in token of appreciation from the men on the fighting fronts, will be affixed to the new flag you are to fly over your plant," is part of the message received by the company from Admiral C. C. Bloch, the chairman of the Navy Board for Production Awards.

SEEK FREEDOM FROM W.L.B.

Freedom from War Labor Board rulings is being requested by international unions comprising the International Allied Printing Trades Association. The unions which are involved in the request include the International Typographical Union, International Printing Pressmen and Assistants' Union of North America, International Electrotypers and Stereotypers Union, International Brotherhood of Bookbinders, and the International Photo-Engravers Union.

Under present regulations all contracts between employing groups and unions must be submitted for approval to the War Labor Board.

NEW YORK EMPLOYERS ELECT

Daniel A. McVicker, vice-president and general manager of the Brooklyn Eagle Press, a commercial printing business formerly associated with the Brooklyn Daily Eagle, has been elected president



DANIEL A. MCVICKER

of the New York Employing Printers Association. Other officers elected were: Sampson R. Field, Publishers Printing Company, vice-president; Charles E. Schatvet, Guide Printing Company—Kalkhoff Press, vice-president; Charles E. Bieth, Milton C. Johnson Company, vice-president; Donald Flavin, Charles Francis Press, secretary; and Ira Frank, Correct Printing Company, treasurer.

Mr. Schatvet is a vice-president because of his office as president of the Printers League Section (closed shop) and Mr. Bieth because he is president of Master Printers Section (open shop).

Mr. McVicker, a native of Brooklyn, started his career in the printing industry in the cost department of the Williams Printing Company, then the largest plant in New York City. At the

age of twenty-one he became head estimator, remaining with the company until he joined the U. S. Army, serving overseas in World War I. In 1919 he started at the Brooklyn Eagle Press as an estimator, served four years as a salesman, then was appointed assistant manager, and promoted to manager in 1935. When the business was purchased from the Brooklyn Daily Eagle in 1941, he became vice-president and manager.

He has been a director of the New York Employing Printers Association for six years, a vice-president for two years, and from 1941 to 1943 was president of the Brooklyn Printers Group.

MORE MERIT AWARDS MADE BY G.P.O.

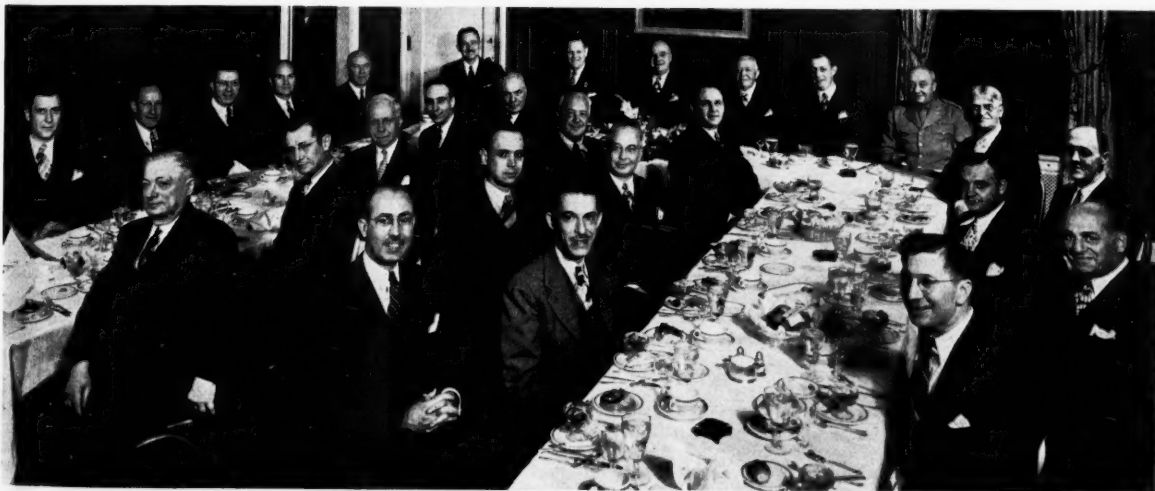
Public Printer A. E. Giegengack has made presentation of Certificates of Merit to the following New York metropolitan area and Chicago graphic arts firms: Brett Lithographing Company, of Long Island City; Alco-Gravure, of Hoboken, New Jersey; Conway Printing Company, Trade Bindery, Appeal Printing Company, and the F. M. Charlton Company, all of New York City; Webb-Linn Printing Company, Neely Printing Company, Arcus Ticket Company, Rand McNally and Company, W. F. Hall Printing Company, and the Inland Press, all of Chicago.

In San Francisco the Independent Pressroom received its award from Robert A. Ritter, production-planning assistant to the Public Printer.

John J. Deviny, the Deputy Public Printer and chairman of the committee on awards, made presentations to these Georgia firms: Bowen Press, Decatur; A. J. Showalter Company, Dalton; Stein Printing Company, Dittler Brothers, Foote and Davies, Ruralist Press, the Curtiss Printing Company, Franklin Printing Corporation, Darby Printing Company, Higgins-McArthur Company, and the Atlanta Lithograph Company, all of Atlanta.

JOINS BATTELLE INSTITUTE

Charles W. Matthew has joined the research staff of Battelle Memorial Institute, Columbus, Ohio, to help solve problems pertaining to the graphic arts. He was formerly a chemist in the employ of General Motors Corporation.



Testimonial dinner given by Chicago winners of GPO awards to Public Printer A. E. Giegengack. Clockwise around table: Stanley E. Kukla, S. F. Beatty, C. M. Dubs, J. B. Ware, Henry B. Conkey, Lt.-Com. W. L. Biddle, USN, John S. Plummer, Mr. Giegengack, Alfred J. Weinsheimer, Walter Erickson, Lt.-Col. Fletcher Newell, USAAF, Christian Olsen, Elmer S. Bersbach, Lester A. Neumann, Irving S. Berlin, H. A. Gerlach. Clockwise inside table: A. G. Feger, A. J. Borre, R. B. Nelson, L. D. Sherman, H. C. Sherman, Carl E. Dunnagan, Harold Richter, Gordon Evans, Fred Ladwig, Emil Winter, J. Maher

PROPOSED INCREASES CAUSE JOINT PROTEST OF "DIVIDE AND CONQUER" POSTAL RATES POLICY

● INCREASES in postage rates are being opposed by business interests including the Joint Committee on Government Relations of the Commercial Printing Industry, the United Typothetae of America, and other trade associations under the organized leadership of the National Council on Business Mail, whose headquarters are in Chicago.

One plan of the Post Office Department, supported by the committee on Post Offices and Post Roads of the House of Representatives, which is being opposed vigorously by the business interests is described as the "divide and

printers. The briefs indicate that producers of catalogs will hesitate to issue them if postage rates are increased. It pleaded that rates be kept at present levels in view of the fact that the overall operation of the Post Office Department is developing a profit of more than \$100,000,000 during the fiscal year ending June 30.

Another bill (H. R. 3235) now before the Congress is designed to increase the postage rates on books to a parcel post basis. This legislation is being opposed by publishers and by the Book Manufacturers Institute, in addition to the National Council on Business Mail and printers' groups.

In its comprehensive brief filed at the hearing of the Post Office Committee on May 18 at Washington, the National Council on Business Mail gave the history of why postage rates on catalogs had been placed on a preferential basis and the same argument will be used when the Committee introduces its bill to double third-class rates. The argument is that catalogs and other advertising printed matter produce other income for the Post Office because the American public utilizes first class mail as well as mail of other classifications to transact business through the catalog medium.

Results of a survey submitted to Congress show that for each dollar spent for catalog postage the Post Office Department received additional revenue of \$10.37. This was made up as follows: first class mail, \$1.91; fourth class mail, \$6.35; insurance and C.O.D. fees, \$3.01;

money order fees, \$1.67; miscellaneous fees, \$1.14.

Similarly in its brief on third class mail it will show that collateral revenue derived by the Post Office Department in addition to each one dollar spent originally for the mailing of advertising matter is: first class mail, \$.68; fourth class mail, \$1.45; insurance and C.O.D. fees, \$.15; and miscellaneous fees, \$.41—a total of \$2.69.

The National Council attacks the newly formulated policies based upon a mathematical formula of the Post Office Department as fallacious because—the Council says, the cost ascertainment system developed by the Post Office statisticians is inaccurate and quite inadequate. In its recent brief the National Council incorporated a statement of a rate expert to the effect that rate-making in railroading is not based on a mathematical formula, but upon the income-producing characteristics of various kinds of traffic and the interrelation of each kind of traffic upon the whole transportation system. Hence, the argument is advanced that postal rates now producing an over-all excess revenue for the Post Office Department should remain stabilized until after the reconversion period of business and industry has been passed.

Printers, publishers, and other business men interested in the increased use of the United States mails for the advancement of sales are now being requested to contact their congressmen and senators to defeat all proposed legislation designed to increase postage rates. They are asked to get more detailed information from their respective trade associations or from the National Council on Business Mail, at 105 West Monroe Street, Chicago 3.



GEORGE F. MCKIERNAN

conquer" method by George F. McKiernan, Chicago printer and lithographer, who is president of the National Council. This method expresses itself in submitting to Congress separate pieces of legislation for different classes of postage rates—revising them mostly upward—so that no united opposition will be developed.

The series of bills began with H.R. 2502 which provided for a material increase in parcel post rates. Since it affected farmers and mail order houses principally, not much opposition was developed against it, notwithstanding warnings of the National Council of the "divide and conquer" plan which was being put into operation. That bill was passed by the House after some quick maneuvering, Mr. McKiernan indicated, with only a few Representatives voting.

H. R. 3238 is now before the House of Representatives, providing for increase of postage rates on catalogs. Printers' groups are opposing this bill because it will affect thousands of manufacturers and jobbers who are planning to resume soliciting business by that method immediately after the war. A brief on the subject was filed with the Post Office committee of the House of Representatives at a hearing on May 18, by the National Council, and another by the

W.P.B. CRACKS DOWN ON QUOTA VIOLATORS AS WAR DEMANDS ON PAPER CONTINUE UNABATED

● V-E Day gave rise to hopes of lessening demands for paper by our Armed Forces. That vision proved to be only a mirage because immediately thereafter an announcement was made that the movement of troops by the millions from the European theater to that of the Pacific would require tremendous paper supplies for packing munitions, and that this paper must come from the United States.

Another vision which proved false came to those who have been talking about large quantities of pulp which were going to be shipped from Sweden. Many columns of newspaper space were devoted to that possibility of increased supplies. Our British sources of information indicate, however, that England and the liberated countries in Europe have priorities upon the Scandinavian sources of supply.

Thus, American printers, publishers, and other users of paper will have to worry along as best they can with present sources of supply.

Predictions of men in official circles concerning future supplies are becoming more conservative. Present expressions are to the effect that they hope it will not be necessary to diminish the supplies available for the graphic arts industry during the third quarter of the year, and all printers share this hope. Meanwhile the enforcement division of the WPB is furnishing evidence that violators of the regulations and quotas are being penalized.

One report stated that the WPB is cracking down on twenty-one publishers of forty so-called comic publications that are without consumption quotas under magazine order L-244. Court actions have already started in New York City and some are expected in Chicago and other printing centers.

An increasing number of printers report that investigators of the WPB are on the job checking up on basic usage claims upon which quotas are predicated, and also checking on consumption of paper during the intervening months. Those printers who have been keeping accurate records, and willingly show the WPB investigators this evidence of usage of paper, have little difficulty, and dispose of the investigators in the minimum amount of time to the satisfaction of all parties concerned.

Magazines printed in violation of paper restrictions cannot be sold except as scrap, according to a recent WPB appeals board ruling which prepared the way for release to the scrap paper drive of 5,000,000 detective and comic magazines.

The appeals board found the Neo Gravure Printing Company, New York City, guilty of negligence in accepting an invalid paper quota certificate from R. B. Laffingwell Company, Chicago. The printer had asked for permission to distribute copies of a publication frozen by WPB order.

The board said the printer's hardship was "self-imposed." An amendment to

L-244 requires printers to check the validity of publications they handle.

Some complaints have been published that too much paper is being shipped to liberated countries which seemingly are taking advantage of the generosity of the United States. While specific complaints are being answered by United States officials, a general statement indicates that some pulp is available in a few of the liberated countries, but that their paper mills are not in full working condition because of the lack of trained help and supplies other than pulp.

Even in England, the plea is being made among paper manufacturers that priority be given to labor to return from the Armed Forces to British mills so that mills can run on a full, rather than half-time basis. If priority is not given, the prediction is made in the trade press of that country that many of the mills "will continue with their plants more than half idle while paper users and converters in this country [England] develop their trade, particularly their export trade, based and built up on foreign paper."

The comment continues further: "If that happens, we shall undoubtedly be faced with a catastrophic battle to get this trade back for British mills some years hence when our labor does trickle back to us. It is in the interests of every one of us to keep the British mills, large and small, running as near to full capacity as is possible."

One interesting item in the British trade press indicates that no matter how short supplies of paper may be in England, priorities are being given to those manufacturers and printers who are planning advertising matter—including catalogs—for the promotion of their export trade. Figures indicate that exports of manufactured products from England for 1943 are but half of what they were in 1937, and it is in accord with the planned economy in that country that exports must be 50 per cent greater during the postwar period than they were in 1937.

Thus, it is necessary to increase exports to three times the volume of 1943, and all industrial groups and political parties are committed to this one objective of increasing exports. With that background it is understandable why the British Government will allocate much of its meager supplies of paper, received from Canada and the United States, to produce literature to promote sale of British goods in all lands, including the United States and Canada.

In an official notice to the English printers, the following statement was included: "The Paper Control has recently made available additional supplies of paper for catalogs intended to further export trade, and the censorship authorities are anxious to insure that no interference or delay should occur in the dispatch of such catalogs overseas."

The wartime paper shortage in the United States has caused paper mill men to do some long range planning to insure future supplies of raw materials. The planning goes back to the original sources and calls for a continuous program of reforestation, conservation, and support of protective legislation.

P. H. Glatfelter of the company bearing his name is chairman of the newly organized Forest Industries Council, a group of representatives of American Paper and Pulp Association, American Pulpwood Association, and the National Lumber Manufacturers Association.

The Legion of Merit

The Graphic Arts firms which have been awarded Certificates of Merit by the Government Printing Office

Acweltone Corporation, New York City
Alco-Gravure, Hoboken, New Jersey
Appeal Printing Co., Inc., New York City
The Arcus Ticket Co., Chicago
Atlanta Lithograph Co., Atlanta
I. S. Berlin Printing & Lithographing Co. and Marshall-White Press, Chicago
Bowen Press, Decatur, Georgia
Brett Lithographing Co., Long Island City, New York
F. M. Charlton Co., Inc., New York City
W. B. Conkey Co., Hammond, Indiana
Conway Printing Co., New York City
Cosby-Wirth Manifold Book Co., Minneapolis
Curtiss Printing Co., Atlanta
Darby Printing Co., Atlanta
Davis, Delaney, Inc., New York City
Dittler Brothers, Atlanta
Franklin Printing Corporation, Atlanta
Foote & Davies, Inc., Atlanta
W. F. Hall Printing Co., Chicago
Higgins-McArthur Co., Atlanta
Independent Pressroom, Inc., San Francisco
The Inland Press, Inc., Chicago
Jensen Printing Co., Minneapolis
Magill-Weinsheimer Co., Chicago
John Maher Printing Co., Chicago
Manz Corporation, Chicago
Neely Printing Co., Chicago
Oberly & Newell Lithographing Corp., New York City
Pace Press, New York City
Publishers Printing Co., New York City
Rand-McNally & Co., Chicago
Richter-McCall Corp., Chicago
Ruralist Press, Atlanta
H. C. Sherman & Co., Chicago
The A. J. Showalter Co., Inc., Dalton, Georgia
Stein Printing Co., Atlanta
Thompson Co., New York City
The Trade Bindery, Inc., New York City
Webb-Linn Printing Co., Chicago

The eight-point program of the Forest Industries Council calls for private industrial users of commercial forests: To seek increased fire protection to safeguard forests.

To adopt and extend measures for continuous production and reforestation on cut-over lands.

To encourage private ownership for all lands which can be operated profitably for continuous production.

To seek public acquisition of lands which cannot be operated on a profitable basis by private enterprise.

To advocate taxes which will encourage private ownership of timberland.

To support public regulation of cutting practices under state laws.

To seek adequate financing for state forestry organizations.

To develop a more complete utilization of wood now being harvested.

Members of three trade associations, whose representatives have adopted this far-sighted eight-point program include 225 pulp and paper manufacturers, 175 producers of pulpwood, and 1,100 lumber manufacturers.

Meanwhile, printers and other users of paper in the United States must con-

tinue to conserve paper by utilizing lighter weights, cutting down margins, and helping with the scrap paper salvage campaigns—all to make present visible supplies do a bigger job.

PAPER COMPANY INDICTED

The Continental Paper Company, of New Jersey, and seven individuals have been indicted by the Federal Government for delivery of paperboard to a black market purchaser at a time when they were refusing to fill War Department orders for paperboard needed for the manufacture and the packaging of ammunition.

The company, four of its executives, two Philadelphia junk dealers, and the heads of four paper firms were charged with selling 1,500 tons of the paperboard at \$13 to \$15 a ton more than ceiling prices.

PRINTERS AID VETERANS

The printers of Chicago, through the Graphic Arts Association of Illinois, have become interested in the occupational therapy department of the War Veterans Rehabilitation Center to the extent of having furnished a print shop for the use of veterans.

The Center, which has been established by the State of Illinois, is said to be the first of its kind in the United States for the treatment of psychoneurosis. From one-third to one-half of the men who have been in combat are said to be in need of some form of treatment under direction of experienced psychiatrists for at least a brief period to become readjusted to the requirements of civilian life.

In the Chicago center, a program of treatment has been developed which provides for grouping of veterans in "out-patient" classes, who attend clinics periodically, and follow psychiatrists' instructions while away from the Center engaged in their civilian pursuits. Within the Center, the men are given a schedule of activities which within three months is designed to bring them up to a high standard of efficiency and confidence. The treatment developed has proved to be so effective that the rehabilitation center has attracted attention of the medical profession and welfare workers throughout the country.

Colonel Earl L. Thornton, in charge of administration of the Center, in expressing thanks to the printers for their cooperation in supplying the print shop, said that the institution was started merely as an idea a year ago, when appropriations for occupational therapy had not yet been made by the Illinois Legislature, and in his desire to get things started he appealed directly to various trade groups for aid.

Among the organizations he appealed to was the Graphic Arts Association of Illinois, whose president, Carl E. Dunningan, appointed a committee of four printers to investigate. In consequence of a favorable report, an appeal was issued to the printers of Chicago for material assistance, whereupon thirty-five printing firms contributed cash and equipment to make the print shop possible. The equipment includes a 10- by 15-inch C&P press, and a hand-power paper cutter.

Harold Sanger, an instructor at McKinley High School and former director of the Chicago School of Printing and Lithography, devotes his Monday evenings to instructing veterans in use of the printing equipment.

WANT VETERANS IN OFFSET FIELD

War veterans seeking openings in the offset industry will be provided with help from literature being produced by the Joint Lithographic Advisory Council and from committees being organized in principal cities. Plans for the service features of the Council are indicated by a 32-page illustrated booklet which has been published for veterans' guidance.

Its introductory pages refer to the "Background of the Industry," its "War Job," and the "Future of the Industry." The wide range of production is stated to include art lithographs, bands and the flaps for cigars, banners, blow-ups, booklets, books, broadsides, calendars, car cards, cartons, catalogs, certificates, charts, and other items.

Job opportunities for the veterans are stated, followed by job classifications, each item of which is detailed as to the training required, the physical demands, working conditions, and hazards.

Sixteen qualifications are listed as follows: "An unimpaired vision, a good color sense without any color blindness; some artistic sense; manual dexterity; a good memory; intelligence and common sense above average; practical aptitude; keenness and tenacity; a good physique; at least average stature; two years of high school or more; a flair for elementary chemistry or mechanics; a willingness to work indoors the year around; curiosity about cause and effect; a desire for more knowledge; ambition to succeed."

"Wages in the lithographic industry for skilled workers range from \$50 to \$75, average, a week according to skills, types of work, and locality of plants," reads one paragraph. "At the same time there are jobs paying lower wages and jobs paying higher wages. Lithographic cameramen, for example, may range in pay scales from \$35 to \$100 for a 40-hour week depending upon the nature of their work, the type of work produced, and the geographical location of the jobs. Similar ranges exist in the other job classifications of lithographic artists, platemakers, and pressmen."

It is said that "apprentices are generally increased in eight regular raises, one every six months, from the starting wage to the journeyman's scale."

Organizations which have joined in the publication of the book under the name of the Joint Lithographic Advisory Council are: the Lithographers National Association, National Association of Photo-Lithographers, Amalgamated Lithographers of America, and Lithographic Technical Foundation.

FIRST NAVY AWARDS ANNOUNCED

Names of the first winners of the Navy Commendation Award for Printers have been announced by Ralph A. Bard, Under Secretary of the Navy. They are the Arkansas Printing & Lithographing Company, Little Rock; Kaumagraph Company, Wilmington, Delaware; A. L. Garber Company, Ashland, Ohio; National Process Company, New York City; and the Waverly Press of Baltimore.

The Commendation is being given for outstanding achievement on Navy work and is in the form of a certificate presented to the winning companies, with miniature reproductions being awarded to each employee.

Members of the Navy Printers' Award Board, who are empowered to grant the Commendation, are Rear Admiral C. H. Woodward USN (Ret.), chairman;

Captain Ronald J. Chinnock USNR; Commander Frank C. Grisnar USNR; and Lt. (jg) Herbert Kaufman USNR, secretary. Lt. Kaufman was formerly the advertising manager of the General Printing Ink Corporation.

G.A.T.A.E. TO IMPROVE SERVICE

The Graphic Arts Trade Association Executives, at a meeting held May 7 and 8 in Minneapolis, appointed a committee to work with the U. S. Census Bureau to the end that statistics issued by the Department of Commerce might more accurately reflect facts and trends in the printing industry and be more intelligible to those who study them, announces Joseph P. Smith, president. Mr. Smith is manager of the Methods and Equipment Bureau of the New York Employing Printers Association and is secretary of the Joint Committee on Government Relations of the Commercial Printing Industry.

The GATAE will issue, in loose-leaf sections, a guide manual for secretaries which will present ideas for the operation of association departments; and will publish a monthly bulletin for members. The bulletin will be edited by T. G. McGrew, head of the Membership Relations Bureau of the New York Employing Printers Association and former field representative of the United Typothetae of America.

WILL CEASE AND DESIST

The Federal Trade Commission has published a statement to the effect that Bibles For Victory, Incorporated, New York City, of which Isaac Steinbrook is general manager, has agreed "to cease and desist from representing that metal-covered books are capable of stopping or deflecting bullets, shrapnel, or bayonet thrusts; and from using the designations, 'Victory Armored Bible' or 'Victory Armored Catholic Prayer Book' or any expressions such as 'armor for hearts,' 'vital protection,' or 'save his life'" with reference to metal-covered Bibles and prayer books.

BIRTH RATE INCREASES SHARPLY AT I. P. OFFICE

● It was quite a stork race while it lasted, but the Hallett entry won.

After his recovery from the shocks attendant upon acquiring a son and heir, and learning at first-hand that a newborn babe does not resemble the cherubs in the advertisements, Tom Hallett, the subscription representative of THE INLAND PRINTER, rallied enough to announce the event very proudly in a clever "communique" that was quite suitable to the times. Young Frank Thomas Hallett undoubtedly is destined to cut his teeth on as well as learn his alphabet from his dad's favorite magazine.

Less than a week after the happy event in the Hallett family, Associate Editor Harold R. Wallace was forced by the paper shortage to tear up his last shirt to provide enough material with which to announce the birth of his second daughter, Mary Lynn.

PHOTOENGRAVERS CO-OPERATE

Because of the advertising campaigns planned for postwar operations which are making heavy demands upon the photoengraving business, officers and members of local unions are being advised by the executive council of the International Photo-Engravers Union of North America to "adopt such steps as appear to have promise of providing immediate and future relief."

Twelve proposals are being passed on to the locals. They follow:

"Coöperate with employers in securing relief from restrictive rulings, employment ceilings, and freezing orders of War Manpower Commission.

"Assist members at present in war production jobs in securing USES certificates of availability to enable them to return to photoengraving.

"Grant working permits to members in the Armed Forces available for substitute or temporary employment.

"Seek experienced workers in kindred trades to fill vacancies under permit, with the prospect of membership in the union when qualified.

"Coöperate with employers in selecting and indenturing apprentices in accordance with the agreement provisions and as provided by our laws."

All journeymen and apprentices are advised to respond to requests for reasonable overtime work "in accordance with local or shop requirements."

"Observe agreement provisions in regard to changing of clothes outside of regular working hours.

"Avoid interruptions during working hours by arranging all personal calls, telephone and otherwise, outside of the shop hours.

"Adjust vacation periods in accordance with volume of work on hand, service demands, shop conditions, and ability of union to supply substitutes.

"Where feasible, permit older and partially incapacitated members to substitute for apprentices in military service at adjusted wage rates.

"Permit unemployed members where qualified to fill vacancies in other than

We said we'd give our shirts for a playmate for Suzy, so here's a piece of one. The playmate is Mary Lynn Wallace, born Thursday, April 26, 3:25 a. m., at Chicago's Presbyterian Hospital Weighs 7 lbs. 12 ozs.
Harold & Marguerite Wallace

COMMUNIQUE

CHICAGO 40, ILLINOIS - - APRIL 20, 1945.

It was reliably reported today that Frank Thomas Hallett has invaded the Hallett residence at 1351 West Early Ave. Authoritative sources state that the invader, with a combined force of 7 pounds, 11 1/4 ounces, has fortified his position in the Hallett homeground and has already established Military Rule in the invaded area. Headquarters reports that Tom and Irma Hallett have surrendered their command unconditionally. (CONFIRMED AND UNCENSORED)

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their own branch under agreed procedure and rates.

"Where warranted by existing conditions, or where local union is unable to furnish the required number of men, permit members to work in different departments."

President Edward J. Volz and Secretary-treasurer Henry F. Schmal, who issued the document, commented that some of the suggestions are contrary to the established practices and procedure, and will require careful application by local unions.

"The consideration of their temporary adoption is, however, warranted to meet the present war emergency and prepare for postwar conditions. In all instances where concessions are granted from agreement provisions or established practices, it should be made clear and understood that these are but temporary and may be rescinded at the option of the local union with the passing of the emergency, or for other reasonable cause."

LITHOGRAPH FOUNDATION REPORTS PROGRESS

● POSTWAR EXPANSION of education and research in offset is assured by plans developed by the Lithographic Technical Foundation which will include its removal of the research activities from Cincinnati to Chicago, the purchase of property in New York City for eastern headquarters, the increase of its endowment to \$1,000,000, and the raising by means of annual dues of \$80,000 and prospects for more.

An announcement of the plans to remove all research activities from the University of Cincinnati to Chicago under the continued excellent direction of Robert F. Reed was made informally in talks at the meeting of Lithographers Club of Chicago at the Bismarck Hotel May 24. Leonard H. Knopf, president of Meyerco Company, Chicago, and his associates in the industry have guaranteed the expense of the removal from Cincinnati to Chicago, and headquarters will be established for research work in a building just purchased by the Foundation.

In addition to these plans, all of the research facilities of the Armour Institute of Technology, with a staff of more than 300 trained persons, will be at the disposal of the Foundation in accordance with a new contract which was signed recently.

The increased income of the Foundation amounting to \$80,000 in dues from members has been achieved through the activities of its board of directors and the leadership of Wade E. Griswold, the executive director, who became associated with the Foundation a year ago. He has also induced the directors to solicit funds from interested persons and firms to augment the endowment fund from about half a million dollars to one million within the year.

Originally, back in 1926, the fund was \$750,000 after Joseph Deutsch and his associates had finished the money-raising campaign, but during the depression funds dwindled to about \$500,000 because of the reduced value of investments. One year ago it was decided to raise an additional million and the informal report given in Chicago indicates that one-half of this amount has thus far been raised. The prospect is that the lithographers, who pride themselves upon their progressiveness, will raise the other half million.

ENGLISH PRINTERS STUDY SHORTAGE OF LABOR

● A SURVEY made by the British Federation of Master Printers showed that 1,500 general printers and provincial newspapers in England, Wales, and Scotland employed 39,306 journeymen as of August 31, 1939, just before the war started. The same firms employed 22,771 journeymen as of August 31, 1944. Apprentices taken into the industry during the five years ended August 31, 1939, aggregated 6,793. During the five years from August 31, 1939, to August 31, 1944, only 3,677 apprentices were taken into the industry.

Projecting the returns from the survey to apply to the whole industry the report assumes that there were 70,000 journeymen employed as of August 31, 1939; that the deficiency in apprentices now aggregates 5,400; that the reduced intake into the industry during the period to August, 1946, will make the total deficiency of 7,560 apprentices. It is estimated that 14,000 apprentices and

19,270 journeymen went into the service of the Armed Forces, and that 7½ per cent have been killed or totally disabled. Thus 2,495 were lost to the industry, which will make a deficiency of 10,055 in the industry in August, 1946.

One purpose of the report was to show that the normal ratio of one apprentice to six journeymen is not sufficient to provide an adequate number of journeymen for the industry during the next ten years. The estimates indicate that in ten years the deficiency in the number of workers in the industry will total 13,400 and in twenty years the industry will be in need of 17,000 more workers than are available.

"These, we regard as alarming figures," commented Lieutenant Colonel H. Rivers Fletcher, in presenting the report to the master printers. "All this points to reconsideration of quotas of apprentices. It will be a matter, in my view, for discussion with the individual unions whose quota arrangements vary, and who have individual rights in such matters. But I am pointing out to you as a parent body, that this is the manpower position in the industry."

Numerous other factors recognized as affecting the manpower situation were also considered in the report. Included among these affecting factors was the question as to the number of men in the Armed Forces who would be retained in the services and how many of them would choose to make the services their future life work.

"I have made no allowance in my estimates for these factors," continued Colonel Fletcher, "and they will materially affect the situation. In fact in every direction we find new evidence in support of our view that there will be continued shortage of labor."

"You may ask what evidence we have that there will be as much work for the industry after the war as there was before it. This is a matter which has exercised all our minds and in reply I can say that everything points to a demand for considerably increased production of printed matter."

"All sections of industry have to be reconverted or rehabilitated. I believe that these are the new terms for it, and more important the country must export in greater volume than ever before. Printing will be required at every stage. The Government's plan for social insurance, in fact every scheme for the betterment of conditions after the war, involves more printing than before."

"As you know the Stationery Office has told us that in looking ahead they see increased demands on the industry, even higher than those we are trying to cope with now. The Education Act has tremendous significance for our industry. The lifting of the school age first to 15, and later to 16, creates more work for us to do, not just a temporary increase but a permanent one."

"More than that, it will enlarge the reading public for newspapers, periodicals, books; in fact every improvement in conditions in this country and the world will increase the demand for our production. It should be so; we are a civilized industry, I hope, and we are also a civilizing industry; and we have increasing responsibilities in the future which we must be preparing ourselves to undertake."

The speaker in his report referred to the rehabilitation of plants damaged in



WADE E. GRISWOLD

Up to less than a year ago, all research work was done on the meager income derived from the endowment fund. Now the educational and research work is financed from the dues paid annually by the members, plus the increased income from endowment. In addition, special contributions now have been made for the publishing of educational material for lithographic classes to be organized and conducted by local or school groups.

The building recently purchased in New York City, where the eastern headquarters were established June 1, was financed also from special contributions of lithographers and others interested. The purchase price was not stated. It is a four story and basement structure, three blocks from Grand Central Station. A substantial saving in operating expenses will be effected.

Wade E. Griswold, executive director, plans to divide his time between the New York City and Chicago headquarters. He said that the latest developments of the Foundation indicate that it is a "live, going and growing institution, worthy of the financial and technical support of men in the lithographic industry."

the war, but he assured his audience that the committee has "no real fears on this score." Then he continued:

"The machinery manufacturers are now getting into their stride again, and bulk licenses are being issued by the Board of Trade, and we can rely on them doing everything possible to make up the leeway."

He concluded the general survey with the statement that "the industry can prosper only if it has an adequate influx of the best and fittest young men as workmen and this is the very object of the Joint Industrial Council Report on Recruitment and Training," and he added:

"We are convinced that we have good cause for anxiety, and we sincerely hope you will share that anxiety with us and help us to mitigate it."

(EDITOR'S NOTE: It is refreshing to read of how British Printers are analyzing and tackling their postwar problems. It is our hope that American printers will likewise consider future apprenticeship needs of the industry.)

AUCTIONS GRAPHIC ARTS BOOKS

Perry R. Long, New York City, again served as guest auctioneer of graphic arts books, this time under the auspices of the Cincinnati Club of Printing House Craftsmen, on May 10. The books offered for sale included autographed copies donated by Craftsmen and others in the industry.

One of the exhibits on display at the auction was furnished by Lee Augustine, which included a Colonial bill that was printed by Benjamin Franklin and other rare items.

N.A.P.L. CONDUCTS CONFERENCE

Job evaluation, profit-sharing plans, and management controls were among subjects considered at the conference of photo-lithographers which was held in Chicago, under auspices of the National Association of Photo-Lithographers, on May 12. Because of war restrictions on travel, no effort had been made to attract any outsiders to the conference, although representatives were present from a number of graphic arts centers of the mid-west.

George Elliott, vice-president of Norris & Elliott, New York City, indicated how jobs should be classified and what incentive plans might be introduced to retain the continued interest of employees over a period of years.

Frank A. Myers, treasurer of Copiflyer Lithograph Company, Cleveland, distributed copies of an 8-page pamphlet in which employees of his concern were advised of the terms and conditions of the Employer-Employee Profit Sharing Plan developed by that company. After explaining Federal legal requirements and how the company complied with them, Mr. Myers answered questions from the floor. He advised strongly that employers seeking to start such plans should not rely upon a lawyer who has not had specialized experience. He also warned the employers about possible pitfalls with reference to funds.

Facsimile forms used in "Management Controls for Small Plants" were distributed by C. V. Stucko, president of Rapid Copy Service Company, Chicago, to indicate how the accounting is done in that plant. He devoted his time to explaining the workings of his system from the entering of jobs to making

out a comparative monthly report concerning operations, including purchases and sales.

Robert Ross, the director of the printing and publishing division of the War Production Board, gave a survey of the paper situation. He was not optimistic in his predictions concerning prospects.

The conference concluded with an address by Walter E. Soderstrom, New York City, executive secretary of NAPL, in which he expressed enthusiasm over the prospects for photolithographers doing an increased volume of business after the war. He advised that owners and managers of plants should study accounting methods and apply them.

Henry E. Brinkman, Cincinnati, is the president of the association.

REVOKE LIMITATION ORDER M-339

Photoengravers and electrotypers are no longer limited as to the amount of copper and zinc which they may use in making printing plates, an announcement issued by the War Production Board states. Order M-339 has been revoked as of May 16.

DAYTON RUBBER WINS "E"

The Army-Navy production award has been won by Dayton Rubber Manufacturing Company at Waynesville, North Carolina, for its outstanding achievement in manufacture of war materials. The "E" pennant and employee pins were presented at a ceremony on June 5.

The plant was converted from rubber products for the textile industry to the production of pneumatic rafts and pontoons, and oxygen breathing tubes.

EXHIBIT A.		JOB TICKET	
TITLE <i>Plastic Cigarette Case</i>		JOB NO. <i>1934</i>	
CUSTOMER <i>National Novelty Co</i>		CUST. ORDER NO. <i>296</i>	
ADDRESS <i>191 N. Willow St</i>		CITY & STATE <i>Waukegan, Ill.</i>	
PHONE NO. <i>West 5931</i>		CREDIT <i>OK</i>	
INDIVIDUAL <i>J.R. Billings</i>		SIS. CR. <i>OTF</i>	
REC. DATE <i>5/14/45</i>	DEL. DATE	PARTIAL DEL. DATE	DEL. DATE
QUANTITY	SIZE	SIDES	
QUANTITY	SIZE	SIDES	
QUANTITY	SIZE	SIDES	
Typeset	ARTWORK	PREP	NO. MIN.
Typeset	Photo	Colors	
Photo	Post-Up	SINDERY	Copy In Copy Out
Shin		Bind	Stitch
CAMERA		Punch	Pad
Line		Altit	
Hollows			
Best Pos.			
LAYOUT & STEPPING			
Stock Size		Wrap	to plug
Run Size		SHIP TO	
lay on			
		VIA	Parcel Post Express Prepaid
			Freight (Prepaid) Collect Express Collect
Signature		MISCELLANEOUS	
		Signature	
		AMOUNT	
SPECIAL BILLING			
Date Billed			
Invoice No.			
Am. of Inv.			

EXHIBIT B.		OFFSET BILLING BREAK-DOWN	
March 1945			
BRANCH 1 BILLING BREAK-DOWN			
	SALES	NO. OF INV.	AVERAGE PER INV.
1. 20¢ Stock BAW Gang Work	\$ 0,000.00	000	\$ 00.00
2. 70¢ Stock BAW Gang Work	00,000.00	000	000.00
3. Tailor Made BAW Printing	00,000.00	000	000.00
4. Tailor Made Color Printing	0,000.00	00	000.00
\$ 000,000.00	\$ 00,000.00	000	000.00
OUT OF TOWN CUSTOMERS			
	SALES	NO. OF INV.	AVERAGE PER INV.
1. 20¢ Stock BAW Gang Work	\$ 000.00	00	00.00
2. 70¢ Stock BAW Gang Work	0,800.00	00	000.00
3. Tailor Made BAW Printing	0,000.00	00	000.00
4. Tailor Made Color Printing	000.00	0	000.00
\$ 0,000.00	\$ 0,000.00	00	000.00
CHICAGO PRINTERS			
	SALES	NO. OF INV.	AVERAGE PER INV.
1. 20¢ Stock BAW Gang Work	\$ 000.00	00	00.00
2. 70¢ Stock BAW Gang Work	000.00	0	00.00
3. Tailor Made BAW Printing	000.00	0	00.00
4. Tailor Made Color Printing	000.00	0	00.00
\$ 000.00	\$ 000.00	00	00.00
OUT OF TOWN PRINTERS			
	SALES	NO. OF INV.	AVERAGE PER INV.
1. 20¢ Stock BAW Gang Work	\$ 000.00	00	00.00
2. 70¢ Stock BAW Gang Work	000.00	0	00.00
3. Tailor Made BAW Printing	000.00	0	00.00
4. Tailor Made Color Printing	000.00	0	00.00
\$ 0,000.00	\$ 0,000.00	00	00.00

Forms used in the management control system of Rapid Copy Service Company, Chicago, as presented by C. V. Stucko, president of the company in his talk to the conference of National Association of Photo-Lithographers. In addition to these forms, Rapid uses a schedule of charges for work sent out and cost of production, another schedule for sales expense, and a monthly comparative sales report. Mr. Stucko passed out specimens of the forms

FRENCH PRINTER VISITS

M. Alain Bargilliat, the Chief of the Technical and Organization Division of the Federation of Master Printers of France, spent May and June in the United States, studying latest technical developments, especially those in letterpress, offset, rotogravure, photoengraving, and binding.

War and the enemy occupation have enormously impeded the operation of the graphic arts industry in France, M. Bargilliat reports. France has suffered heavily and still suffers from a lack of paper. Its printing equipment has been partly destroyed by war and much of the rest is worn beyond the possibility of repair.

France now has about 7,000 printing plants, most of which are small and scattered all over the country. Half of the plants, and most of the few large ones, are situated near Paris. The industry employs about 100,000 workers.

Letterpress is not as widely used in France as in the United States, said M. Bargilliat. The industry has no sheet-fed color rotaries, so that the large jobs ordinarily done by letterpress in this

country are produced by lithography in France. In the latter field France has attained a very high standard of quality, giving to the offset branch of the industry a standing comparable to that of letterpress in the United States.

Rotogravure is also well developed in France, especially for the printing of illustrated news magazines and tourist literature.

Speaking of organizational activity, M. Bargilliat said that a standard system of cost finding is in wide use. After studying many foreign systems, M. Bargilliat said he was especially impressed by the one used in this country and had adapted it to French uses.

Along educational lines, modern programs have been set up for training on various professional levels. Books have been published for the guidance of the technical teachers and for the students themselves.

A research laboratory for the graphic arts industry was being built in 1939, but was interrupted by the war. When completed it will investigate problems which have to do with daily operation of printing plants and with the various printing processes.

FOUNDATION HOLDS ELECTION

Progress of the Lithographic Technical Foundation in research, new memberships, and improved financial conditions during the past year was reported at meetings in Chicago last month.

The purchase of property in New York City to serve as national administrative and educational headquarters was approved by the board. As soon as possible, the foundation's research will be concentrated in Chicago.

Three officers were reelected. E. H. Wadewitz, president of Western Printing and Lithographing Company, will again serve as president, with L. H. Jackson and R. R. Heywood continuing as vice-president and treasurer, respectively. The newly elected secretary and a director is William H. Walters, U. S. Printing & Lithographing Company.

Five new directors were elected at the annual members' meeting. They include George Olmstead, S. D. Warren Paper Company; Harry Platt, Sackett & Wilhelms Company; George Hall, Western Lithographing Company; Leonard Knopf, Meyercord Company; and William H. Walters.

'Member When Type Artist Always Had to Be on a "Bender"?

● OUR RECENT "Typotectural" contest, the winners of which were announced in the March issue, seems to have struck the fancy of many readers. Because of this interest, it is appropriate to compare the work of present day type artists with that of craftsmen from the days when rule bending flourished.

A beautiful example of modern typographic illustration is the girl at the right, by John Perry, a compositor with R. R. Donnelley and Sons Company of Chicago. Mr. Perry, who won both first and second prizes in the typotectural contest, is one of today's leading type artists.

In contrast with Nineteenth Century type artists, today's exponents use no elaborate rule bending, depending upon straight rules of different weights and patterns for their effects. They also employ brackets, ornaments, and punctuation points, as can be seen by a study of Mr. Perry's design.

The "monk" was a product of an American rule bender, Lewis Rudy,

a compositor in the jobroom of the old Lancaster, Pennsylvania, *Intelligencer*. It was reproduced in *THE INLAND PRINTER* for February, 1891. While it is typical of the work of that day, it was one of the least complicated designs to appear in the pages of the magazine in the late Eighties and the early Nineties.

"Old Johann Gutenberg" was a product of the Eighties. It was done in lead and brass rule by W. Buchler, overseer in the Printing Office Halter-Goldschach, Berne, Switzerland, and was printed in *Paper and Printing Trades Journal* for June, 1884. It was reprinted in a recent issue of *The British Printer*.

These designs took longer to plan and execute than could be devoted to such work today, unless the compositor were doing it on his own time for sheer enjoyment. The composition of Gutenberg's head, for instance, required five days for bending and cutting the rules and one day to put the thousands of pieces in their correct positions.



At left is the "monk" put together by Lewis Rudy, old-time artist. Center is the "six-day wonder" produced by a Swiss artist in 1884. The beautiful young lady above is a product of one of our modern type artists, John Perry



**"MY ATF CHIEFS
HAVE PAID OUT FROM
THE VERY BEGINNING!"**

ALBERT H. VELA, of New York City, is speaking. For eight years, now, he has been running a large volume of all kinds of high quality work, including four-color process jobs, on his ATF Big Chief offset presses. He says, "they have multiplied the range of our work and increased our sales and profits."

ATF Chiefs are particularly suitable to printers, because they abound in features that speed up and simplify operation. Sometimes they are little points, like a feeder's ability to handle light stock smoothly, or simple impression control without need of a wrench. But they all add up to make the ATF Chiefs labor-savers and money-makers.

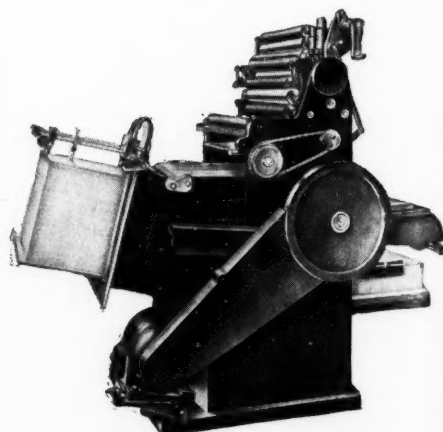
ATF Chiefs and ATF Kellys make an ideal team for the modern printer. When civilian needs can again be met, ATF will have everything for an offset department complete from darkroom to pressroom. Right now, any ATF press can be reserved for postwar delivery. Ask the man who represents ATF for a copy of "Offset Answers," and to tell you all about the ATF Civilian Priority Delivery Plan, or write to us direct.



American Type Founders

200 ELMORA AVENUE, ELIZABETH B, NEW JERSEY

ATF CHIEFS are
made in three sizes:
14x20; 17x22; 22x29





You can keep your delivery promises with Management Bond, the watermarked Hammermill product, because it is a fast, dependable worker on your presses. And you can price the job right because this paper is made for work where good printing at low cost is called for.

Management Bond is an efficient performer in your customer's business. That's why it so often means two profits—one when you deliver the job, the second when your satisfied customer reorders.

Management Bond is available through your Hammermill Agent in white and colors, in permitted weights and sizes. Hammermill Paper Company, Erie, Pennsylvania.



This is it...

your opportunity . . . NOW . . . this red-hot
minute. Act Fast. Wire

Procrastination will kill this chance for which you have waited three years. Limitation order L-226 has been revoked. Now you can order without getting permission from WPB and without having to trade in your old folder (unless you want to).

But, hundreds of thousands of dollars' worth of orders for the sensational all-buckle Baum Automatics are piling in. To avoid months of delivery delays, WIRE that order NOW . . . this very red-hot minute.

WHICH SIZE DO YOU NEED MOST?

No. 1. The seven-fold 17x22 Baum Automatic. . . \$1585.00 complete

No. 2. The eight-fold 22x28 Baum Automatic. . . \$1960.00 complete

No. 3. The nine-fold 25x38 Baum Automatic. . . \$3110.00 complete

Everything included, viz.: precision-built folder and suction pile feed; two motors (for any current) and large Leimann pump; pasting-trimming devices and commercial perforating equipment (for multiple perforating, both directions simultaneously); complete assortment of cutters, scorers, book perforators, *et cetera*.

Additional folding plates, if eleven folds desired, can be added to the 25x38 for only \$200. The 22x28 size can also be furnished with ten folds, 4-3-3. Also the 14x20 size is available but don't buy that too small, impractical size, please. Prices f.o.b. factory. Terms 3% ten days or pay-for-itself terms.

Save 100 hours on every 100M booklets hereafter. Eliminate the slow, costly wire-stitching and trimming wire-stitched booklet operations. On your all-buckle Baum, when it's folded, it's finished. Capable of 6,000 finished booklets an hour.

We would like to be able to supply the whole world with this indispensable time-saving, cost-cutting, four-operations-in-one, simple automatic machine that is a complete bindery within itself. One day's mail, for instance, brought three inquiries from India. Exports must wait, however, until this country is served. First, the Armed Forces, then YOU.

One of America's foremost lithographers writes: "Our three all-buckle Baum Folders have returned us a net profit of fifty times their cost."

Our prices today on all models quoted above are four figures less than any other job folders that fold similar size sheets, in fact are less than known manufacturing and merchandising costs, but we hope to lower our costs by tripling prewar production and tripling the number of jobs for returning G.I.'s—God bless them!

RUSSELL ERNEST BAUM
615 CHESTNUT STREET, PHILADELPHIA, PA.

*A coupon
worth clipping*



THE LETTERHEAD CLINIC
Whiting-Plover Paper Company,
2 Plover Drive, Stevens Point, Wis.

Please send me your free information on how I can profit
by using the free services of The Letterhead Clinic.

Name _____

Please attach to your BUSINESS letterhead. This offer
restricted to printers in the U. S. A.

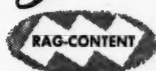
The printer —
large or small — who knows how to design
smart, contemporary letterheads finds he can
sell this usually competitive kind of business
on a non-competitive basis. Just another
case of originality and ideas paying off.



There's a free service — yes, free —
which can help you create outstanding
letterheads. It does so by scientifically analyzing
your letterhead sketches or proofs. See
for yourself how the free Letterhead Clinic can
work for you. Clip and send the convenient
coupon for this valuable information.

WHITING-PLOVER PAPER COMPANY,
STEVENS POINT, WISCONSIN.

Permanized Papers



25% Rag: *Permanized Plover Bond—Permanized Plover Bond Opaque—Permanized Plover Letter—Permanized Plover Ledger—Permanized Plover
Onion Skin.* 50% Rag: *Permanized Artesian Bond—Permanized Artesian Bond Opaque—Permanized Artesian Ledger.* 75% Rag: *Permanized Cold
Springs Bond—Permanized Cold Springs Ledger—Permanized Cold Springs Onion Skin.* 100% Rag: *Permanized Parchment—Permanized Onion Skin.*

The
ECUSTA
TRADE MARK
is making
an impression...
in fact, more
than 6,000,000
impressions.



Through national advertising, the Ecusta trade mark will be imprinted this year on more than 6,000,000 pages in national magazines. Business executives who read these publications are learning why ECUSTA FINE FLAX PAPER is a distinguished paper for important correspondence. Clear white, finely textured, it symbolizes character and dignity. Ecusta Paper is made from American-grown virgin flax fibre ... is worthy of your best customers. Take this opportunity ... send today for swatch books.

Fine Flax AIR MAIL
Fine Flax WRITING
BIBLE PAPER
SPECIAL MAKEREADY TISSUE
THIN PAPER SPECIALTIES

ECUSTA PAPER CORPORATION · PISGAH FOREST, NORTH CAROLINA

THE RESULTS TELL THE REAL STORY

In fishing as in printing the proof of success is in the final outcome. Conditions must be just right if results are to be good.

Fishermen may disagree on the conditions, but pressmen can be positive that good printing cannot be produced profitably unless rollers give good ink coverage, are alive and tacky, and are right for the season.

You can be sure of these qualities by using Bingham Rollers and replacing them for seasonal changes. Bingham Rollers are tough, true and round. They are made for good inking and heavy duty. For nearly a hundred years they have been used by fine printers.

There is a Bingham representative convenient to you. Consult him on any roller problem.



SAM'L BINGHAM'S SON MFG. CO.

Roller Makers Since 1847

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO 5

Atlanta 3
Cleveland 14
Dallas 1

Des Moines 2
Detroit 10
Houston 6

Indianapolis 2
Kalamazoo 12
Kansas City 6

Minneapolis 15
Nashville 3
Oklahoma City 6

Pittsburgh 3
St. Louis 2
Springfield, O.

Hammond
OF KALAMAZOO

Glider
DEPENDABILITY!



The hundreds of users depending daily upon production accuracy in their sawing and trimming operations these past few years know the real meaning of Hammond Glider dependability.

Hammond
Machinery Builders
INC.

1616 DOUGLAS AVE., KALAMAZOO 54, MICH.
Eastern Branch: 71 West 23rd St., New York 10, N. Y.

Acclaimed by All:

- Zephyr Halftone Black
- Zephyr Super Black
- Zephyr Utility Black

Available for any job . . .
Sets with lightning rapidity . . .
Backs up clean in 30 minutes . . .
Dry as a bone in one hour . . .

Try them and you'll buy them.

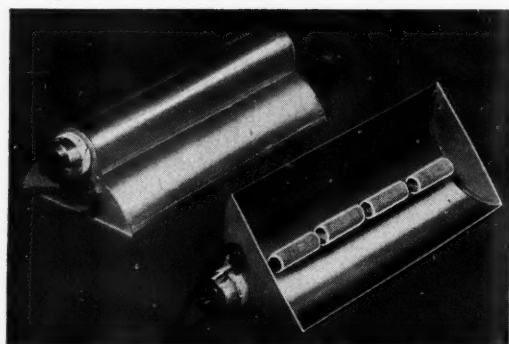
**SERVICE
FROM COAST TO COAST**

*Beneath this stack, experience, research
and service are at your command*

Sinclair and Valentine Co.

MAIN OFFICE AND FACTORY: 611 WEST 129th STREET, NEW YORK, N. Y.

Albany	Boston	Cleveland	Detroit	Indianapolis	Los Angeles	Nashville	Philadelphia
Baltimore	Charlotte	Dallas	Havana	Kansas City	Manila	New Haven	San Francisco
Birmingham	Chicago	Dayton			Miami	New Orleans	Seattle



FOR PRODUCTION AND PROFIT

**THE DOYLE *Open Glow*
INFRARED DRYER**

(THE DOYLE ELECTRIC SHEET HEATER)

See our other advertisement on Page 100

For all makes of printing presses and folding machines. Dries ink quickly. Higher speeds, faster deliveries, more jobs. Saves time waiting to back up; saves slip-sheeting. No static, rapid handling; perfect jogging, less spoilage. No flames: less fire hazard, purer air . . . The Doyle Infrared Dryer is standard equipment on well known presses; has been used successfully for many years. Substantial, efficient, finest materials and workmanship.

GET OUR DESCRIPTIVE LITERATURE

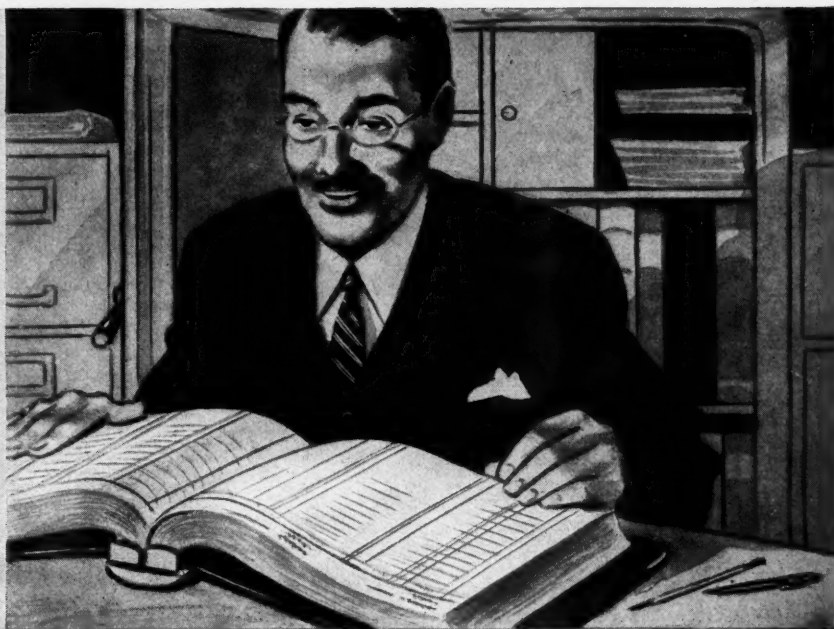
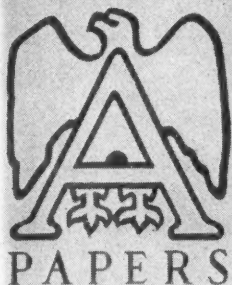
THE J. E. DOYLE COMPANY

MANUFACTURERS OF DOYLE VACUUM SHEET CLEANER, DOYLE'S
SETSWELL COMPOUND, DOYLE'S LIQUID STATIC DESTROYER.

1224 WEST SIXTH STREET • CLEVELAND 13, OHIO

BETTER PRINTING • MORE PROFIT

EAGLE-A



* ACCOUNTANTS *

know the Value of Good Records

There can be no guesswork in accounting—records must tell the story of your business today—and for years to come.

Accountants know that records made on EAGLE-A ACCEPTANCE RECORD will not let you down when you need them.

EAGLE-A ACCEPTANCE RECORD is a 50% cotton content Ledger of unusual

durability, made to withstand all the abuse you can give it, erasures, handling, perforating, punching, crimping, etc. In short, it is built to resist wear.

Ask your Eagle-A Paper Merchant for Eagle-A Acceptance Record and the companion lines—Eagle-A Acceptance Bond and Eagle-A Acceptance Index Bristol.

EAGLE-A ACCEPTANCE RECORD

EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE, MASSACHUSETTS

For Index to Advertisers, See "Classified BUYERS GUIDE" in Back

Pioneers! O Pioneers!

Has the night descended?
Was the road of late so toilsome?
did we stop discouraged on our way?
Yet a passing hour I yield you
in your tracks to pause oblivious
Pioneers! O Pioneers!

Till with sound of trumpet
Far, far off the daybreak call—hark!
how loud and clear I hear it wind,
Swift! to the head of the army!
—swift! spring to your places,
Pioneers! O Pioneers!

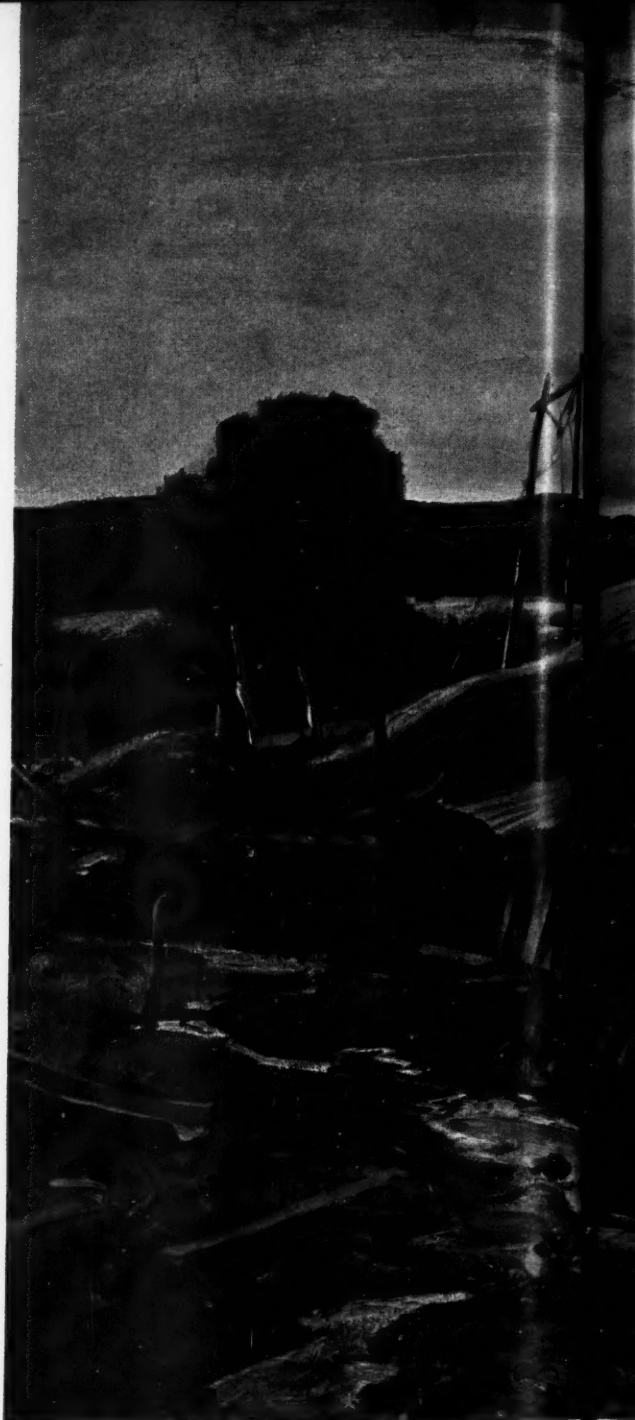
These climactic lines of Walt Whitman's poem, "*Pioneers! O Pioneers!*" establish the keynote of Westvaco Inspirations for Printers, No. 153. On these pages, the testimony of design, illustration, ink, and paper lends evidence that the pioneering spirit is burning with a pure flame in America today.

In this issue, there are scenes of yesteryear . . . the covered wagon days, when the rifle, the Bible and the American flag went westward into a new and unknown world . . . epic scenes of times past when the men and women of our land created, in the face of danger and difficulty, a future worthy of their courage . . . For Americans have always found strength in their belief in the ability of freedom-loving men to shape their destinies.

It is that belief which sustains us now. And it is reflected in current advertising in striking examples of widening perceptions and broadening horizons as today's pioneers advance confidently toward what, in Whitman's words, is "*a newer, mightier world, varied world.*"

There is a copy of "Westvaco Inspirations for Printers, No. 153" for you. It is procurable from your Westvaco Distributor or by writing or telephoning to any of the Company addresses.

THE COVER ARTIST: Ogden M. Pleissner was born in Brooklyn, New York in 1905. Serving as official artist of the Army Air Forces and as Artist War Correspondent for Life Magazine on assignment in the Aleutians, England and France, his recent work will be prized for its historic as well as for its artistic value. He was awarded the Allied Artists Gold Medal in 1944 and is represented in the permanent collections of the Metropolitan, Minneapolis, Brooklyn, and Toledo Museums of Art. Member: National Academy of Design and the American Water Color Society.



INVEST IN VICTORY: BUY MORE WAR BONDS

New York 17: 230 Park Avenue
Chicago 1: 35 E. Wacker Drive
Philadelphia 6: Public Ledger Building
San Francisco 5: 503 Market Street

West Virginia Pulp and Paper Company



North of Rawlins: BY OGDEN M. FLEISSNER • From the painting in the Macbeth Gallery, New York

W E S T V A C O

Inspirations for Printers : Number 153

LAPP'S new DUO PLATE SOLUTION for ZINC and ALUMINUM



FOR PLATE MAKING DEPT.

1 OZ. DUO PLATE SOLUTION
3 OZ. WATER (GUM IS OPTIONAL)

This makes a full strength solution for zinc and aluminum.

Apply solution with sponge or brush, making sure the surface of the plate is entirely covered. It is not necessary to wash off the solution, just gum down plate and dry thoroughly.



FOR THE PRESS ROOM

STOCK: 1 OZ. DUO PLATE SOLUTION
2 OZ. GUM SOLUTION, 14° BAUME

Mix 2 oz. stock in one gallon of water. This will give you an equivalent of 3.8 P.H. fountain solution.

You can mix any amount in advance, as it will not turn sour or lose its strength. This is a plate desensitizer and not an etch. It will not cause a film to accumulate, thereby keeping the grain on the plate open for longer runs. It is harmless to the Flannel and Molleton on Dampening Rollers. It will keep the Brass Water Fountain Roller free from all scum and ink. It will not strip the Steel Ink Roller.

J.H.&G.B.SIEBOLD, Inc.

"OVER HALF CENTURY OF SERVICE"
MANUFACTURERS OF

PRINTING — **INKS** — LITHOGRAPHIC

AND SUPPLIES
EVERYTHING FOR THE LITHOGRAPHER



FACTORY: 101 SIXTH AVE., NEW YORK 13, N. Y.
TELEPHONES: WALKER 5-5565-66-67-68

SYNTRON



"Vibrating"

PAPER JOGGER

DeLuxe
Cabinet Model CPJ-15
with
Knee Control Switch

With a 14" x 20" vibrating deck, and standing 36" high.

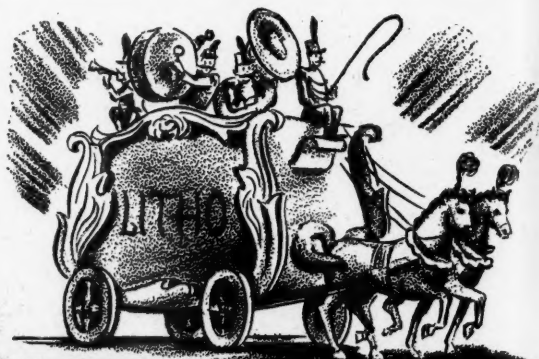
The second model in a complete line of seven MONEY, TIME and LABOR-SAVING JOGGERS.

Write for illustrated folder

SYNTRON CO.

575 Lexington Ave.

Homer City, Pa.



Are YOU getting on the LITHO BANDWAGON?

OFFSET IS MAKING RAPID STRIDES

...and every printer is thinking about it. To help your thinking, we have prepared a factual booklet on making offset plates.

It tells how to prepare the chemicals, and gives a step-by-step explanation of each operation. It contains the data you need for good offset plate production. It's FREE! Write for it — TODAY!

FREE!



**LITHO CHEMICAL
& SUPPLY CO. Inc.**
63 PARK ROW, NEW YORK 7



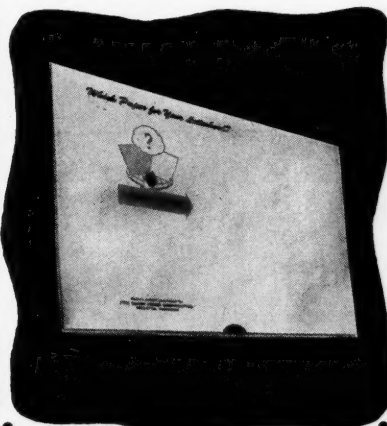


OFFERS YOU THESE SALES AIDS



1 THE FINEST IN LETTER-HEAD PAPERS . . .

When the product is right, sales increase and repeat business is assured. Included in the Fox River line of papers is Anniversary Bond 100% rag content paper. This crisp, brilliant paper makes the finest letterhead stationery obtainable.



2 PROOF OF THIS SUPERIOR QUALITY . . .

. . . is contained in this unique "See for Yourself" demonstration kit. It's designed so busy executives can test the relative qualities of different grades of letterhead paper easily and quickly. Its interesting contents make it a valuable sales aid. Write for your copy today.



3 SUPPORTED BY TIMELY ADVERTISING . . .

Consistent timely ads in selected consumer magazines — Dun's Review, United States News, Banking, Purchasing, Printers' Ink and Direct Advertising tell the story of Fox River Papers to almost 100,000 top-flight executives and users of fine business papers . . . your best prospects for profitable letterhead papers.

FOX RIVER PAPER CORPORATION

409-F APPLETON AVENUE

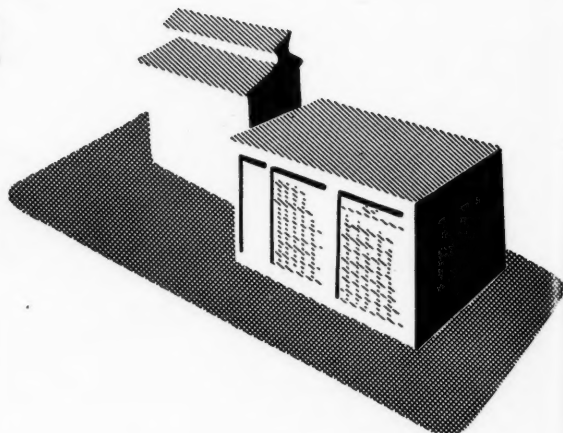
APPLETON, WISCONSIN



Hamilton Equipment is ESSENTIAL

Whatever kind of printing plant you operate, there is a requirement in it for Hamilton equipment. You may set type by hand or by machine, or you may buy all your composition "outside." Before type forms go to the press, necessary work must be done on them. This work is done best on Hamilton Type Cabinets and Hamilton Imposing Tables.

Handwork is expensive and should be done only under conditions that will promote efficiency. There is a Hamilton cabinet to fit every composing room need.



TWO RIVERS



WIS.

HAMILTON MANUFACTURING COMPANY

Why Climb Steps?

... With an Elevator Available

**Every Step You Have to Take
in Assembling Costs the Old
Laborious Way Wastes Your
Time and Risks Your Profits**

Take the Elevator to the highest level of efficiency. Put your valuing methods on the top floor. You'll never take the stairs back down to the basement of ordinary hit and miss methods.

Avoid Slips . . .

Save Time . . .

Elevate Profits

with the

Franklin Printing Catalog

The fast, accurate and profitable method for valuing work produced by every printer.

Send for trial order today.



PORTE PUBLISHING COMPANY

Salt Lake City 5, Utah



BROCK and RANKIN

*Book and Catalog Binding
for More Than 50 Years*

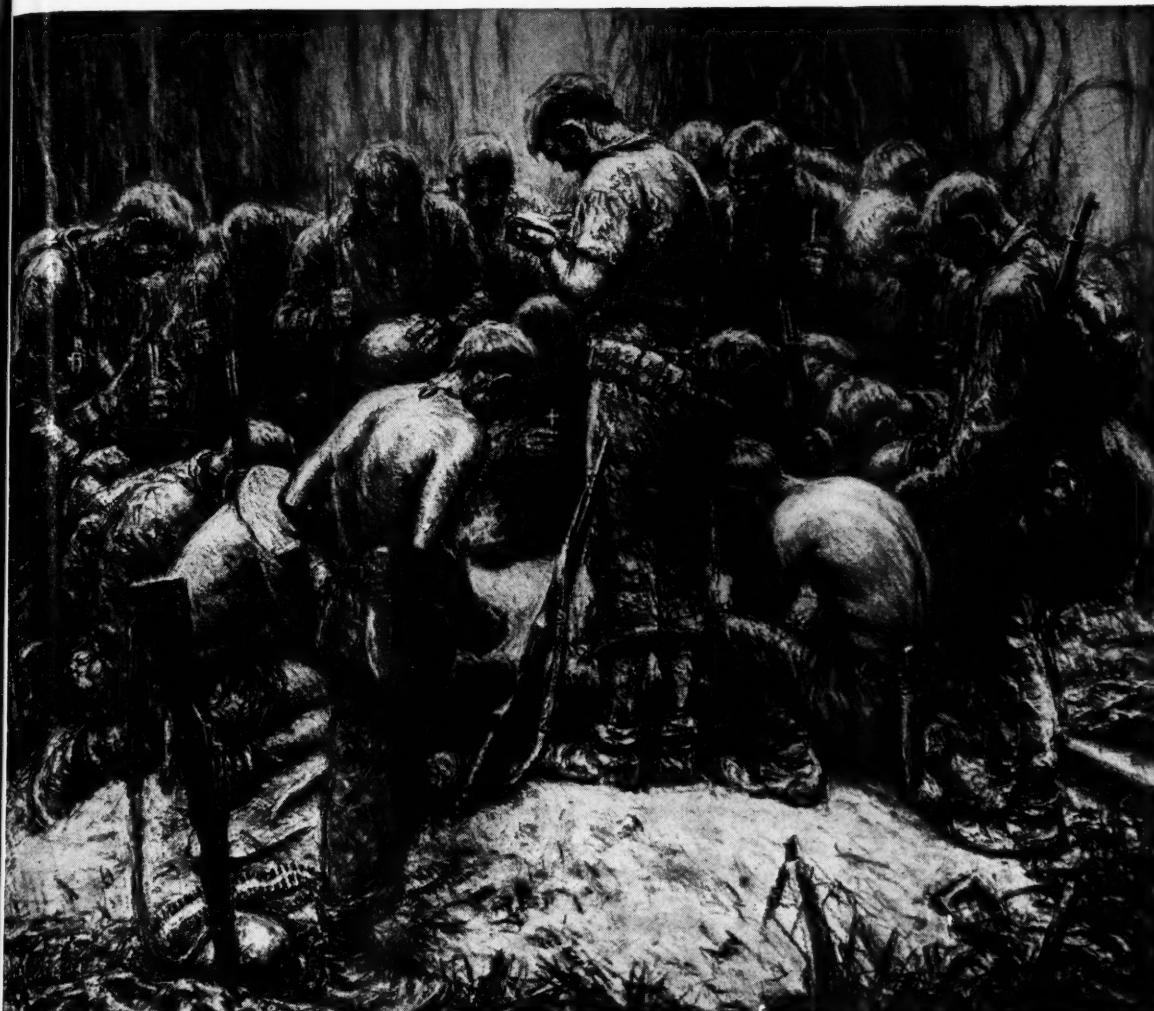
619 South La Salle Street • Chicago 5



**BUY 7th
WAR LOAN BONDS**

*The Safest Investment
in the World Today*





LAST RITES FOR THE SERGEANT by KERR EBY (from the Abbott Collection). Mr. Eby knows war. A veteran of World War I, he went ashore with the Marines at Tarawa and as a war correspondent shared their dangers in jungle and foxhole for months, until he was hospitalized on Bougainville.

TO THE FINISH

Jap bullets don't read headlines. "Victory in Europe" doesn't affect their lethal power at all.

They can still hit with the same flesh-tearing impact. Can still redden the sands of tropic beaches with the life's blood of American men. They're still directed with the murderous fury that thinned our ranks at Guadalcanal, Tarawa, Iwo Jima . . . and

all the hard-won isles that echo to the roll calls of the Dead.

Yes, Victory in the Pacific still comes hard. There's no letup for the men we've sent to do the job. And *there's no lessening of the obligation we have to buy bonds . . . to stay in this war as our fighting men must —right to the finish.*

**MAKE your DOLLARS
FIGHT to the FINISH**

This Space Contributed to the 7th War Loan Drive by International Paper Company



How *Single* Melting Improves Typecasting



Now YOUR TYPE METAL FURNACE IS OBSOLETE

The old furnace method of melting and pigging type metal is laborious and wasteful. Metal must be handled several times, loss through dross is considerable and weak imperfect slugs result—which causes trouble all the way through the shop.

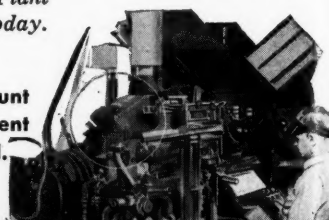
One newspaper using 17 typecasting machines threw out their obsolete furnace, saved \$1,273.68 per year in metal and handling costs with the MONOMELT system. And they made a further saving because the efficiency of each typecasting machine was increased 10 to 25%. Replace your obsolete furnace with MONOMELT. It will save you money and increase efficiency.

- The MONOMELT system speeds machine operation—you get more ems per hour.
- Cuts 'down' time due to metal troubles—you get more productive hours per machine.
- Reduces dross 50% to 75%—less frequent toning of metal is necessary and casting temperature can be lowered 35° to 50°.
- Assures high quality slugs that mean easier proofing, better mats, finer press work.

Look at your costs—see how MONOMELT saves you money while improving your typecasting. Write for details of the Plant Cost Survey Plan today.

☆ ☆ ☆

NOTE: A limited amount of MONOMELT equipment has just been released.



MONOMELT COMPANY

1611 POLK STREET NORTHEAST
MINNEAPOLIS 13, MINNESOTA



STOP SWEATING ABOUT PRODUCTION COSTS

Make SOUTHWORTH'S new improved cost cutting GRAPHIC ARTS MACHINES a must on your Post-war Program.

These new models, developed by our research engineers, will go into production as soon as Victory is won. You'll need the best to meet and beat "after the war" competition. Why not follow the lead of the leaders and insure early delivery by placing your orders NOW. Ask for complete information.

SOUTHWORTH MACHINE CO.

Manufacturers of Paper Conditioners, Universal Paper Joggers, Humidifiers, Punching, Cornering, Perforating Machines, etc.

30B WARREN AVE., PORTLAND, MAINE

KIMBLE

CUSTOM-BUILT MOTORS



STANDARD OF PERFECTION IN
THE GRAPHIC ARTS INDUSTRY
FOR NEARLY A HALF CENTURY

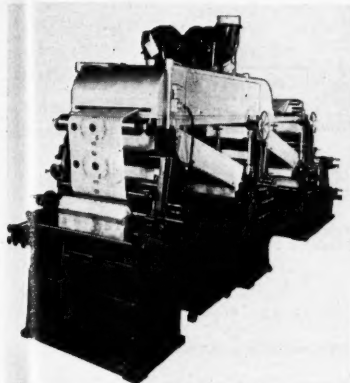
KIMBLE ELECTRIC

Division of Miehle Printing Press & Mfg. Co.

2005 WEST HASTINGS STREET
CHICAGO 8 ILLINOIS

DISTRIBUTED BY AMERICAN
TYPE FOUNDERS

BUILD YOUR POSTWAR PLANS AROUND HYROTO GRAVURE PRESSES



HYROTO PRESSES will apply rotogravure, aniline and lacquer inks, adhesives, wax, other fluids, hot or cold in continuous operation.

HYROTO PRESSES will print as many colors as desired on materials in rolls, such as cellophane, foil, glassine, paper, kraft, cardboard, fabrics, etc.

HYROTO PRESSES are also available for coating, laminating, and other special purposes.

See the HYROTO GRAVURE PRESS—it tells its own story.

ROTOGRAVURE ENGINEERING CO. of MASS.
299 MARGINAL ST. • EAST BOSTON, MASS.



Would you like to be a
zany MULE
In ZEBRA-STRIPED paint?
Knowing what you ARE,
But, to be a thing YOU
AINT!

Would you like to be a
plate of HASH?
Not exactly sure,
Of what you IS or ARE,
Or what you really WERE!

OR, would you rather be the
Real McCoy?
A Champion, free of doubt;
Rugged, tested, proven right.
True to form day-in day-out!

YOU WOULD? Then become ac-
quainted with TON TOUGH TYMPAN.
No counterfeiting of quality. Takes
the guesswork out of makeready.
The same tough designed quality
... uniform always!

OTHER CENTRALINE PRINTER'S PAPERS:
TAG, WATER REPELLENT SIGN, MANIFOLD, OFFSET, DIE WIPE AND BOND

TON TOUGH TYMPAN

REG. U.S. PAT. OFF.



CENTRAL PAPER COMPANY INC.

2456 Lakeshore Drive • Muskegon, Michigan

HOW TO GET BETTER PRESSWORK WITH *All* INKS

"33"

INK CONDITIONER

Makes Every Ink

Better



Results are certain . . . No experimenting is necessary . . . Merely add "33," according to simple directions, and see the visible improvement in your presswork—cleaner halftones, sharper impressions and a better overall print quality that assures customer satisfaction.

In other ways, too, "33" Ink Conditioner provides technical improvements—minimum crystallization, decreased tension between paper and ink, smaller spray volume and better preservation of tints. "33" keeps halftones open. Assures 15 to 30% greater ink coverage.

Read the guarantee below and send for a trial quantity. Remember, "33" is for letterpress and "0-33" for litho and multilith.


100% Guarantee

8 LB. TRIAL ORDER If our Ink Conditioner does not satisfy you completely, return the unused portion at our expense.

"33" (letterpress) "0-33" (litho and multilith).

Los Angeles • San Francisco • Dallas • Houston • Oklahoma City • Miami
Orlando • Tampa • Jacksonville • Tallahassee • Charlotte • Knoxville
Atlanta • Wilkes-Barre • Milwaukee • St. Louis • Kansas City • Denver
Cincinnati • Dayton • Hartford • Toronto • Montreal • Honolulu

Central COMPOUNDING COMPANY
1718 South Damen Avenue, Chicago, Illinois
IN CANADA - *its* CANADIAN FINE COLOR CO. LTD., TORONTO



over
100 years
of
leadership
in the
printing ink field

WHEN the Geo. H. Morrill Company started to manufacture printing inks, both equipment and method of processing raw materials into the finished product were crude. However, it didn't take long for MORRILL to develop facilities that would enable them to meet the growing demand for their news and commercial inks. This march of progress has never been interrupted and that accounts for the wide acceptance of MORRILL inks today. Throughout the country—from the Atlantic to the Pacific—you will find MORRILL offices, laboratories and modern factories at your service. Call upon us at any time and you will find that MORRILL has the right ink for the right purpose.

GEO. H. MORRILL CO.
DIVISION • GENERAL PRINTING INK CORPORATION
100 SIXTH AVENUE • NEW YORK 13, N. Y.

Factories:
TACONY, PHILADELPHIA, PA.
NORWOOD, MASS. CHICAGO, ILL.
SAN FRANCISCO, CALIF.
Branches:
BOSTON NEW YORK CHICAGO
PHILADELPHIA DETROIT ST. LOUIS
FORT WORTH SAN FRANCISCO
ST. PAUL LOS ANGELES SEATTLE
TORONTO



MORRILL *Inks*



● Stabilizes Production—Reduces Waste—Cures Pressroom Headaches

- When you place your order for post-war presses—whether letterpress, offset, or gravure—be sure to specify that each press shall come equipped with Chapman Static Neutralizer

Telephone
27491

IN WORLD WIDE USE

CHAPMAN ELECTRIC NEUTRALIZER CO.
BOX 268, PORTLAND 6, MAINE

for Smooth, Clean Cuts—More Cuts Between Grinds



Precision

Paper Knives

- 1 Super-Keen**—Perfected .002" concave bevel—making for extra sharpness without weakening edge.
- 2 Accurate**—Less than .001" variation throughout knife length—insures smooth, clean, straight cuts.
- 3 Free Clearing**—Precision ground .003" concave face with .006" tapered back—eliminates binding or dragging even on deep lifts.
- 4 Long-Lasting**—Special tool steel cutting edge heat-treated by a process which combines hardness with toughness—to give maximum number of cuts between grinds.

For Quotations Write

SIMONDS WORDEN WHITE CO.

606 Negley Place • Dayton, Ohio

SPECIALISTS

For 141 years, thus beginning long before "the age of specialization," Johnson Inks have been produced solely for the printing craft.

CHARLES FRED Johnson AND COMPANY
GOOD INKS SINCE 1804

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MANY ITEMS AVAILABLE

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WANTED:

SINGLE UNITS OR COMPLETE PLANTS

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MARSHALL AND JEFFERSON STS.
PHILADELPHIA 22, PA.

A GREAT *Combination* CHALLENGE

LABOR-**SAVING** IRON FURNITURE
MAMMOTH IRON FURNITURE and
HI-SPEED QUOINS



Fill out the form with Challenge Labor-Saving Iron Furniture and Mammoth Iron

... Then lock-up accurately with Challenge HI-SPEED QUOINS

*The Best Print Shops Use Them
For Top Quality Printing . . .*

● **CHALLENGE LABOR-**SAVING** IRON FURNITURE** is made in over 100 standard sizes from 2x4 ems pica to 10x70 ems pica. Only a specially selected mixture of close-grained iron is used in making this furniture. Precision machined on all sides and with *Velvet Edges* to insure lasting accuracy and easy handling.

● **CHALLENGE MAMMOTH IRON FURNITURE** for filling large space is made in 70 sizes from 15x15 to 60x120 picas. Same material and precision accuracy of finish as smaller furniture.

● **CHALLENGE HI-SPEED QUOINS** save up to two-thirds of the lock-up time with ordinary quoins. Made of finest steel, rust-proof plated in six handy sizes—4½ to 12 inches.

● **WRITE** for complete data and prices today on these money-savers.



BACK THE INVASIONS --- BUY MORE WAR BONDS!

THE CHALLENGE MACHINERY COMPANY

"Over Fifty Years in the Service of the Graphic Arts"

GRAND HAVEN — MICHIGAN



"Counting Off" 30 DAYS

Hi, fellers!

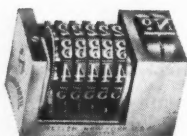
Well, here I am and the old shop sure looks good. I've got thirty days just to loaf, sleep, eat—and check up on what you've been doing while I was over there.

I learned a lot in this man's army—especially how to take care of myself, and my equipment. You know, Uncle Sam is a regular old "fuss-budget" when it comes to using oil and elbow grease.

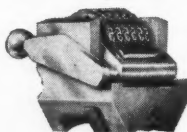
Coming back on one of those new transports I had a chance to visit the engine room. That's where you really see care. The Navy has a reputation for efficiency and every piece of machinery shows it—no oil or grease except where it is needed; and everything ship shape.

I'll be around again in a few days—so you'd better check those numbering machines and see that they have been cleaned and oiled. I'm as tough as my old top sergeant. You'll see.

The Kid



Weller Nonarail
One of many models



Weller Rotary
One of many models

Weller NUMBERING MACHINE CO.
ATLANTIC AVE. & LOGAN ST., BROOKLYN, N. Y.
Sold by all dealers and branches
AMERICAN TYPE FOUNDERS

THE INLAND PRINTER

Volume 115 * June, 1945 * Number 3

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

HORACE T. HUNTER, President
JOHN R. THOMPSON, Vice-President and Treasurer
J. L. FRAZIER, Secretary

309 WEST JACKSON BOULEVARD, CHICAGO 6, ILL., U. S. A.

THE INLAND PRINTER furnishes the most reliable and significant information on matters concerning the printing and allied industries. Contributions are solicited but should be concisely stated and presented in typewritten manuscript.

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Plan now to cash in with this money-making press for specialty items; or for handling many of the usual kinds of commercial printing on a mass production basis. Write today for Bulletin 11—a 16-page booklet which gives complete details and specifications on New Era Multi-Process Presses.

NEW ERA

8016

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MULTI-PROCESS PRESSES AND ALLIED EQUIPMENT

CLASSIFIED BUYERS' GUIDE

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CLASSIFIED BUYERS' GUIDE WANT AD SECTION

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is
Help



Twenty-five illustrations and brief descriptions of Vandercook Proof Presses and PRE-MAKEREADY equipment will enable you to make comparisons, and select the most logical machine for your needs. Write for booklet and full information today.

VANDERCOOK
PROOF PRESSES • BLOCK LETTERS
PREMAKEREADY EQUIPMENT
VANDERCOOK & SONS
900 N. Kilpatrick Ave., Chicago 51, Illinois

BRONZING MACHINES

• MILWAUKEE BRONZERS—for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

CALENDARS AND CALENDAR PADS

• CALENDARS, PICTURES AND CALENDAR PADS. Wide selections; lowest prices. Pioneer Calendar Specialty Co., 2805-7 Bagley, Detroit 16, Mich.

CALENDARS AND CALENDAR PADS (continued)

• WHOLESALE Calendars for the printer. Do your own printing. Advertising Novelties, Fans, Book Matches. Due to gas rationing few calendar salesmen are on the road now—which means more calendar sales for the printer. FLEMING CALENDAR CO., 6540 Cottage Grove Ave., Chicago 37, Ill.

• CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 109 Worth St., New York, N. Y.

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PRODUCE IT ON A

Davidson

DUAL DUPLICATOR

5 methods of reproduction

all with the same machine using

Direct Offset Plates
Photographic Offset Plates
Type—Electros—Rubber Plates

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Agents in principal cities of U. S., Canada, Mexico

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• WEDDING INVITATIONS and other engraved stationery of fine quality. Siegrist Engraving Co., 924 Oak St., Kansas City 13, Mo.

EQUIPMENT WANTED

WANTED!

IDLE OR SURPLUS PRINTING MACHINERY

CAN USE SINGLE UNITS, SMALL, MEDIUM OR LARGE COMPLETE PLANTS

WILL PAY MAXIMUM PRICE

BUY ANYWHERE IN THE U. S. A.

IMMEDIATE ACTION ASSURED

Phone, Wire or Write

Printcraft Representatives

277 Broadway, New York 7, N. Y.
Phone REctor 2-1395

• WANT TO BUY one or more new or used tin edging machines, 21 inch hand operated. Unfold or similar machine preferred; also one paper cutter, late model, heavy construction, size 55" or larger. Oval & Koster, 700-800 W. Washington St., Indianapolis 4, Ind.

• WANTED—Kelly No. 1 or Miller Simplex Press in good working condition; also automatic folder to take sheet 20x26. Keystone Publishing Co., Berwick, Pa.

(Continued on next page)

MEGILL'S Patent Spring Tongue GAUGE PINS



QUICK ON... The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U.S. Pat. Office.

Megill's Gauge Pins for Job Presses

Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—the best. Circular on request. Sold by dealers.

THE PIONEER IN 1870

THE EDWARD L. MEGILL COMPANY
763 ATLANTIC AVENUE, BROOKLYN 17, NEW YORK

MEGILL'S Patent Original Steel GAUGE PINS



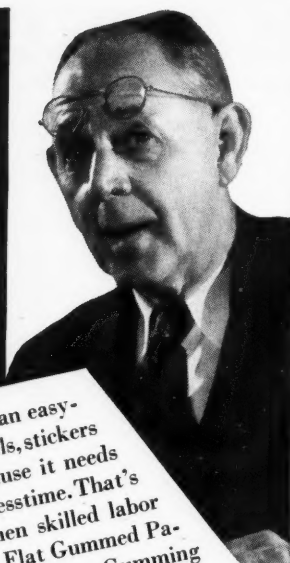
A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75c a dozen for either size.

EXPERIENCED LABEL PRINTERS SAY:

"PERFECTION
is *one* gummed paper
that needs no
'babying' on press!"

These days, it pays every printer to use an easy-going paper like PERFECTION for all labels, stickers and seals. Cuts printing costs because it needs no special makeready—no extra press time. That's highly important at a time when skilled labor is at a premium. PERFECTION Flat Gummed Papers are made with Dextrine or Strong Gumming—in 10 whites and 20 attractive colors. And remember, you can recommend it with perfect assurance for OFFSET printing as well as for letterpress.

PAPER MANUFACTURERS CO., Philadelphia 23, Pa.



Classified Buyers' Guide (continued)

FOR SALE

WE OWN AND OFFER

SEYBOLD 20th Century 60" heavy duty cutter, power back gauge.

KELLY No. 2 unit.

MIEHLE No. 4 three roller unit, Dexter swing-back feeder, C.E.D.

INTERTYPE Model C.

LINOTYPES Model 8 and 25.

LUDLOW complete with steel cabinets, modern mats in series virtually new, spaces, sticks, etc.

CLEVELAND OO Folder.

BAUM Model 289 Folder.

TYPE & PRESS OF ILLINOIS

A Reliable Source of Supply

220 South Jefferson, Chicago 6.

• **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

• **FOR SALE:** One 30-inch Peerless Nygren Dahly Co. Rotary Perforator. \$550.00 F.O.B. Minneapolis. Bought new April 15, 1942. Schreiber Company, 322 South 4th St., Minneapolis 15, Minn.

• **BABCOCK** two-color Rotary, sheet size 48 x 71. In excellent condition. Can be inspected in running order. The MacLean Publishing Co., 481 University Ave., Toronto, Canada.

(Continued on next page)

More Profit Than Ever
WHEN YOU REPLACE WORN-OUT MACHINES WITH
Roberts Models 27 and 28

Nowhere else will you find all the advantages that ROBERTS builds into numbering machines. Yes—recommend, specify, and buy ROBERTS...



For very low original cost—easy upkeep—extra speed and long life.

Recondition all machines once a year!

Model 27—5-Wheel \$12. Less **40%—\$7²⁰** each net

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EXTRA FEATURES: Roman or Gothic style figures. Forward or backward action. UNCONDITIONAL GUARANTEE.

Roberts Numbering Machine Co.
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Just try DOYLE'S SETSWELL COMPOUND

See our other advertisement on page 86

An ink conditioner which has been used for years by progressive printers and lithographers... prevents crystallization... colors can lie longer between runs... no mottling or crawling... increases ink coverage and relieves offsetting... assures a clean, clear, sharp impression... invaluable in tints for overprinting, for heavy solids and process work.

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Manufacturers of Doyle Infrared Dryer, Doyle Vacuum Sheet Cleaner, Doyle's Liquid Static Destroyer.

Talleres Mecanicos Eutenberg S. A.

(Soc. Anon.) Capital M\$N 1.500.000*

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Manufacturers of printing and general graphics machines, wish to obtain from American firms either the representation of their products or to manufacture same in our country on a royalty basis

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We can furnish you with ample references from American, English, and Argentine banks and business concerns.

* Argentine Currency

FOR SALE

No. 3 Miehle (33x46) with
Dexter Suction Pile Feeder,
Extension Delivery.

13x19 Heidelberg Super-Speed.

10x15 Heidelberg.

No. 2 Kelly.

2—Krause heavy duty Power
Embossing Presses, 20x24
with automatic sliding beds.

2—36" Milwaukee Bronzers.

Thompson type caster, late
style with 50 fonts of
Thompson mats.

Monotype Casters, keyboards, compo-
sition and display mats and molds.
Large stock.

Complete List on Request

Payne & Walsh

CORPORATION

82 Beekman Street, New York 7, N. Y.

BEekman 3-1791

YOUR MOST DEPENDABLE SUPPLIER

Prospects for NEW equipment
appear brighter day by day.
WPB limitation order L-226 has
been rescinded—a hopeful
sign on the road back to peace!

We represent the following
honored names in the industry:

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Thompson Cabinet Co.
F. P. Rosback Co.
Vandercook & Sons Co.
American Steel Chase Co.
Lake Erie Engineering Corp.
Challenge Machinery Co.
Milwaukee Saw Trimmer Corp.
C. B. Nelson Co.
Universal Mono-Tabular

TYPE & PRESS OF ILLINOIS

A Reliable Source of Supply

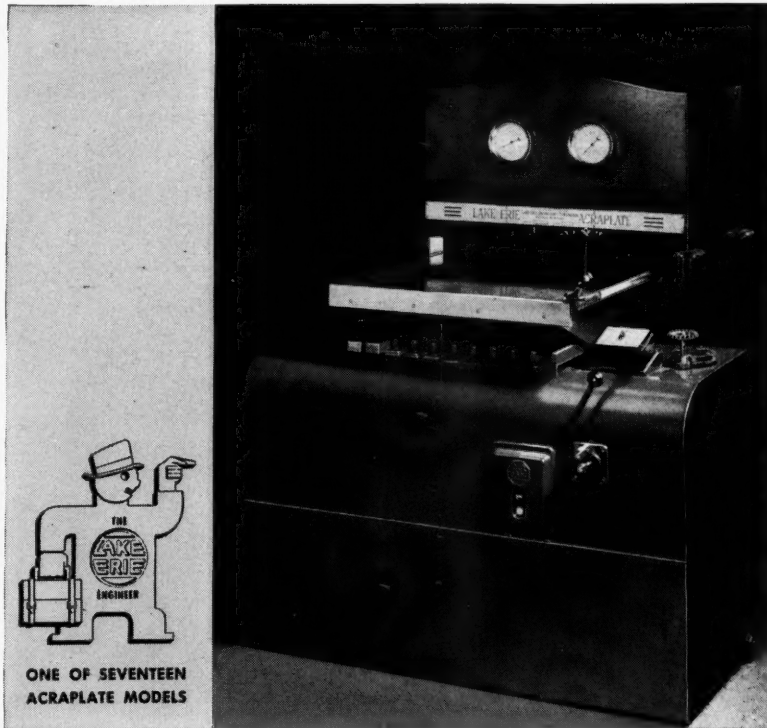
220 South Jefferson, Chicago 6.

• **FOR QUICK SALE AS JOB DID NOT
MATERIALIZE.** Gripperless type flat
bronzer can be used with press up to
68" wide. Blower unit and independent
motor drive. All new rolls and pads,
machine entirely rebuilt. Priced attrac-
tively. Commercial Decal, Inc., 445 So.
10th Avenue, Mt. Vernon, New York.

• **FOR SALE:** One Chicago Multiple
Linotabler Broach in good condition
with 23 punches.....\$50.00
One Font 18 pt. Pabst, 18x33 Linotype
Matrices.....\$50.00
Gentry Bros. Printing Co., 1009 Sixth
Ave., Huntington, W. Va.

• **For Sale:** An Extensive Line of new
and rebuilt printing equipment on
easy terms. Write for free list. Missouri
Central Type Foundry, Wichita, Kans.
(Continued on next page)

ACRAPLATES again available without priority!

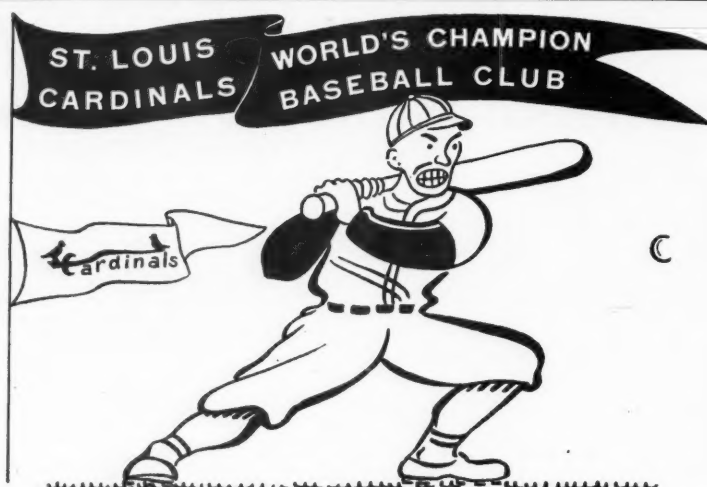


ONE OF SEVENTEEN
ACRAPLATE MODELS

NOW, and for the first time since 1941, it is possible for the country's pro-
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without priority! It is the opportunity the industry has long been waiting
for. This is made possible by the withdrawal of restriction L.226 by the
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because it's first come, first served, dependent upon the available supply
of basic materials.

NOW is the time to beat your competitors to the advantages and economies
made possible only by Lake Erie Acraplate presses. Acraplates are made in
6 standard sizes and 17 models. Write today for complete details and me-
chanical specifications. **DO IT NOW!** Lake Erie Engineering Corporation,
504 Woodward Avenue, Buffalo 17, New York.





"You Can Say That Again"

ADENA HALFTONE OFFSET

Experts agree: the Cards were one of the greatest ball clubs in history; such champs of champs that "you can say that again."

Slowly but just as surely printers, business concerns, consumers, are learning that Adena Halftone Offset is a "champ of champs." Remember, it is ready to run! Humidified during manufacture, treated to moisture-proof packing, delivered to printer absolutely flat.

SAVE MONEY BY
SHIPPING VIA MIAMI
VALLEY SHIPPERS' ASSN.



DULL OR GLOSS;
NEVER ANY MOTTLING
OR MUDDY EFFECTS

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

A BUY-WORD FOR HIGH-GRADE

HILLCOTHE PAPERS

THE HILLCOTHE PAPER CO. Chillicothe, Ohio



STITCHING WIRE
ROUND OR FLAT

The Seneca Wire & Mfg. Co., Fostoria, Ohio

AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS

AMERICAN STEEL CHASE COMPANY

31-31 Forty-Eighth Avenue, Long Island City, New York

STEWART'S EMBOSSEING BOARD
Makes Embossing Easy

Needs no heating or melting—Simply wet it, attach it to tympan and let press run until dry. Sheets 5 3/4 x 9 1/2 inches \$1.25 a dozen, postpaid.

Instruction with each package.

THE INLAND PRINTER COMPANY
309 W. Jackson Blvd., Chicago 6, Illinois

To Keep 'em Flying! Buy War Bonds!

RAISED PRINTING COMPOUNDS
INKS, MACHINERY (HAND AND AUTOMATIC)

25 Years' Experience at Your Service.

THE EMBOSSOGRAPH PROCESS CO., INC.
251 WILLIAM ST., NEW YORK, N. Y.

Classified Buyers' Guide (continued)

FOR SALE (continued)

• **FOR SALE:** Linotype matrices: complete font of six point Spartan Black in practically new condition. Write Lettick Typesetting Company, 2107 Main St., Bridgeport 6, Connecticut.

HELP WANTED

An Unusual OPPORTUNITY for a man with unusual abilities

A large specialty printing and lithographing concern rated A-1 and doing a national business is looking for a design engineer to head its Printing Engineering Department. He must be thoroughly acquainted with the design and operation of presses, perforators, cutting machines, and other equipment; experienced in the design and improvement of printing presses, both letter-press and offset, and must possess adequate knowledge of photo-engraving and litho plate making. Salary is open but will be fully commensurate with the abilities of the man selected.

Write Box No. C-831 c/o The Inland Printer
309 W. Jackson Blvd. Chicago 6, Ill.

PRESSROOM EXECUTIVE

We want a thoroughly experienced, practical man as foreman in charge of large, union pressroom equipped with sheet-fed multicolor rotaries. Must have expert knowledge of paper, engravings, electros, ink, and fine color work and be able to improve quality and increase production. Also ability to handle pressmen, improve their skill, and solve press problems. To such a man we offer an opportunity to prove his worth and be paid accordingly. Write fully, stating age, experience and starting salary.

Confidential, Box C-832
The Inland Printer, 309 W.
Jackson Blvd., Chicago, Ill.

• **ESTIMATOR AND OFFICE MANAGER**—For medium sized printing plant—letterpress. Should be able to plan jobs to be put through shop, order stock and supplies, wait on customers, O.K. proofs. Permanent position to right man with excellent opportunity for advancement. Decatur is a nice clean city of 70,000, with a large artificial lake, beautiful parks, good schools and a college. Linxweiler Printing Company, Decatur 16, Illinois.

(Continued on next page)

HELP WANTED (continued)

WANTED— PRESSROOM FOREMAN

• We want someone to take charge of our cylinder press department—an ambitious man who is looking to the post-war period quite as much as to the present—a man with a broad practical knowledge, not only of fine commercial printing but also of process color printing at its best—a man whose character and ability will quickly command the respect and hence the loyalty of those working under him.

We offer such a man a real opportunity to join and go forward with the fastest growing business in this particular field of the graphic arts—a business which in a very short space of time has become a big producer, but selling a product and service with far greater possibilities after the war than even at present—a business of which you will be proud, as an associate—a business located in the central west, in a city of something less than 25,000.

Salary and bonus commensurate with ability and results.

If you think such a position might interest you, please write fully regarding yourself, family, work experience to C-828, c/o The Inland Printer, 309 W. Jackson Blvd., Chicago 6, Ill.

• **PROOFREADER (FEMALE) IN LITHOGRAPHING DEPARTMENT** of one of largest printing and publishing plants, located in cool, pleasant small city in Wisconsin on shore of Lake Michigan. A permanent, year-round position, with an assured future, is open to lady with letterpress shop experience, or with sufficient education and training to enable her to learn the particular work we do, which includes picture books, greeting cards and posters in color; maps, playing cards, etc. We have a modern air-conditioned plant and provide hospitalization and surgical benefit plan, group insurance, paid vacation, many other advantages that will be described upon inquiry. This is an unusual chance for the right person. Write us and give complete information about yourself; we will treat your letter with strict confidence. Address Personnel Manager, Western Printing & Lithographing Company, Racine, Wisconsin.

(Continued on next page)

Time is Important!

One measure or a hundred different—the sawing time for each galley of slugs is only 35 seconds on the No. 1 Rouse Band Saw.

Sawing that requires hours by ordinary methods can be done in minutes with the Rouse Band Saw. There is no setting of gauges, or reclamping for each slug length. The Rouse Band Saw does not in any way slow down typesetting machine output.

Slug length selection is automatic. Feed is mechanical. Slugs are not touched by hands while cut is being made. The saw stops when cut is complete.

There are sizes for large or small plants. The No. 2 Rouse Band Saw, illustrated, cuts seven inches of slugs in eighteen seconds.

Orders are being accepted now. Delivery will be made according to date received, and as soon as material and facilities are no longer needed for essential war work.



H. B. ROUSE & COMPANY
2214 NORTH WAYNE AVENUE, CHICAGO 14, ILLINOIS

PREPARE NOW FOR PEACETIME PRODUCTION OF PROFITABLE PEN RULING

Install McAdams newest ruling machines now and be equipped to produce beautiful, perfect pen ruling, operating with precise stops and lifts, at high speed of 2500 to 5000 per hour.

Greater production means customer satisfaction in quick deliveries and more profit for you.

Single and dual units are built of all metal frame,

**WRITE FOR
FREE
PACKET
I-110
on Pen Ruling
and Point System**

plastic beams and exclusive, patented attachments. Pneumatic feeder and remote control make operating easy. Investigate now.

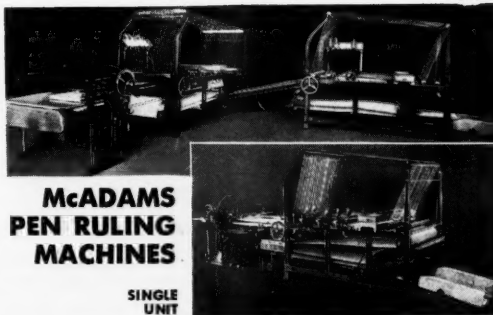
"AMERICA'S ORIGINAL RULING MACHINE BUILDERS"

JOHN McADAMS & SONS, Inc.

20-22 KNIGHT STREET • NORWALK, CONN., U.S.A.

ESTABLISHED 1842

BUY WAR BONDS FOR V-J VICTORY



**McADAMS
PEN RULING
MACHINES**

SINGLE
UNIT

**POTOMAC
COVER**

**DISCO
BLOTTING
LINES**

**DISCO
WOODGRAIN
COVER**

**POTOMAC
VELOUR**

WHEN THE LIGHT GOES GREEN

The wartime restrictions applied to paper have had advantages as well as disadvantages. It has given us more time to think and plan — more opportunities for research and experiments.

We've made the most of the opportunity — by developing and planning new color formulae, by working out improvements in textures and finishes, bearing in mind the printing press performance of the improved papers.

As soon as the green light is flashed, we'll be ready to go places—with a better and more colorful line of Disco Papers that will help you to produce your share of Tomorrow's Better Printing, and get your share of the profits on it.



DISTRICT OF COLUMBIA PAPER MILLS, INC.
WASHINGTON 7, D. C.

Classified Buyers' Guide (continued)
HELP WANTED (continued)

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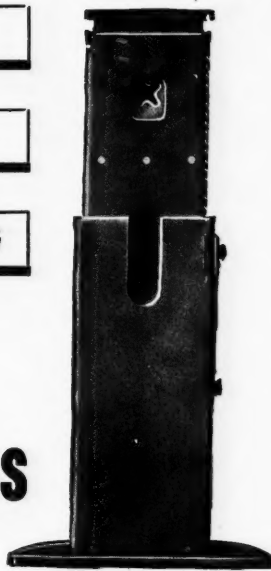
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THE *Inland* PRINTER

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JUNE, 1945 • VOL. 115 • NO. 3

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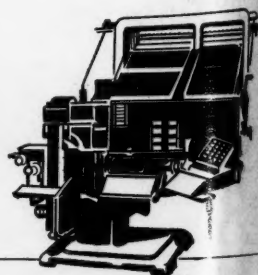
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